APPROVED

CASA ACADEMY

Minutes

Fundraising/Marketing

Date and Time
Wednesday October 20, 2021 at 12:30 PM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/83013518219?pwd=MDJ1cTF0My9aUEZWUk43bVIvNkZQQT09

Meeting ID: 830 1351 8219
Passcode: D0BJ2C
One tap mobile
+13462487799,,83013518219#,,,,*452830# US (Houston)
+16699006833,,83013518219#,,,,*452830# US (San Jose)

Dial by your location
- +1 346 248 7799 US (Houston)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)
- +1 312 626 6799 US (Chicago)
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)

Meeting ID: 830 1351 8219
Passcode: 452830
Find your local number: https://us02web.zoom.us/u/kBbtOVkrU

CASA Academy Board and committee meetings will take place via conference call, Zoom, or in person. Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the main office of CASA Academy (8123 N 35th Ave. Suite B-2 Phoenix, AZ 85051) which is open from 8:00 a.m. to 4:30 p.m., Monday-Friday.

Committee Members Present

D. Brown (remote), K. Holmes (remote), M. Tucker (remote), S. Brown (remote), T. Clayton Cundy (remote)

Committee Members Absent
None

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

M. Tucker called a meeting of the Fundraising/Marketing Committee of CASA ACADEMY to order on Wednesday Oct 20, 2021 at 12:34 PM.

C. Approve Minutes

S. Brown made a motion to approve the minutes from Marketing Committee on 05-12-21.
K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call	
D. Brown	Aye
T. Clayton Cundy	Aye
S. Brown	Aye
M. Tucker	Aye
K. Holmes	Aye

II. Fundraising/Marketing

A. Social Media Metrics - Monthly Recap

- Discussed Facebook and IG performance.
  - Discussed upcoming content schedule.
  - Goal is to increase reach
- Discussed the possible future landscape of the changing social media environment.
- Discussed better ways to track performance across platform.
- Discussed mailer pricing and different options. Discussed length of campaign.

B. Discuss marketing campaign to raise tax credits by EOY and/or EOY giving

Discussed EOY giving campaign. Framing the marketing campaign.

C. Annual Event Discussion

Discussed CASA Academy Logo for upcoming annual event. Suggestions for round III.

III. Establish action items for next meeting

A. Discuss Action Items

- Jesus is going to revisit social media metrics reporting.
- Jesus going to meet with Google to get pricing for ad network adverts.
- Flyers for year round campaign.

IV. Closing Items

A. Adjourn Meeting

D. Brown made a motion to adjourn the meeting.
K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call	
S. Brown	Aye
D. Brown	Aye
M. Tucker	Aye
T. Clayton Cundy	Aye
K. Holmes	Aye

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:24 PM.

Respectfully Submitted,
S. Brown