

APPROVED

CASA ACADEMY

Minutes

Fundraising/Marketing

Date and Time

Wednesday November 17, 2021 at 12:30 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/83013518219?pwd=MDJ1cTF0My9aUEZlWUk43bVlVnNkZQQT09>

Meeting ID: 830 1351 8219

Passcode: D0BJ2C

One tap mobile

+13462487799,,83013518219#,,,,*452830# US (Houston)

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Dial by your location

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+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 Nov 17, 2021 at 1:05 PM.

C. Mark Tucker called the meeting to order

D. Approve Minutes

S. Brown made a motion to approve the minutes from October 20th Fundraising/Marketing on 10-20-21.

K. Holmes seconded the motion.

The committee **VOTED** to approve the motion.

Roll Call

T. Clayton Cundy Aye

M. Tucker Aye

S. Brown Aye

K. Holmes Aye

D. Brown Aye

II. Fundraising/Marketing

A. Vistaprint Mailers Review

Jesus reviewed the costs and estimates for the visaprint mailers. There will be 1000 per month and will target up to 5 miles near the school.

B. Google Ads/Pricing Updates

Jesus discussed the meeting with Google on marketing the school. There was a determination that we would use it for April and May with minimal commitment.

C. Discuss updates on CRM System

Kody reviewed his research on CRM companies and recommends that we use Copper CRM. Tacey will follow up with the licensing discussions directly with Copper.

D. Annual Event Discussion

The annual event is scheduled for 4/8. Jesus and Lilli are putting together donor packets and will bring 40 of them to next board meeting.

E. Strategic Planning

Mark discussed the follow up with on the brainstorming during the strategic planning meetings. The CRM process is moving in a positive direction. We will need to discuss marketing to attract new teachers and staff and our opportunities moving forward on the new two calls.

III. Establish action items for next meeting

A. Discuss Action Items

Jesus - continue to work on the rollout of the marketing postcards.

Tacey - Will work with establishing the license for our marketing/CRM database.

Jesus - Will provide the marketing packets (40) for the next board meeting.

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:20 PM.

Respectfully Submitted,

M. Tucker

S. Brown made a motion to adjourn the meeting.

D. Brown seconded the motion.

The committee **VOTED** to approve the motion.

Roll Call

S. Brown Aye

K. Holmes Aye

T. Clayton Cundy Aye

D. Brown Aye

M. Tucker Aye