

# GIRL SCOUTS HEART OF NEW JERSEY

## YWOV Meeting Agenda

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**COMMITTEE:** YOUNG WOMEN OF VISION  
**DATE:** Monday, January 27, 2020  
**TIME:** 6:30 PM to 7:30 PM  
**LOCATION:** North Branch location and Conference call/ Virtual Meeting  
**CHAIR:** Patricia Steingall and Mary Beth Dunn

**PURPOSE OF MEETING:** Planning meeting for 2020 YWOV Event

### INVITEES / ATTENDEES:

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Name	Present
Patricia Steingall, Co-Chair, Board Secretary	
Mary Beth Dunn, Co-Chair, Volunteer	
Malissa Cass, Volunteer	
Dianna Beck-Clemens, Board Chair	
Natasha Hemmings, GSHNJ CEO	
Christina Karl, GSHNJ Event/Development Specialist	
Aimee Hunnewell, Volunteer	
Kathleen Olivieri, Volunteer	
Lydia Smith, Volunteer	
Mara Tolas, GSHNJ Director of Development	

### AGENDA:

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#### WELCOME & INTRODUCTIONS

**New Members: Welcome to the committee – Kathleen Oliveria and Lydia Smith**

#### Old Business:

1. Quick Review
  - a. Mention adopted Roles & Responsibilities
  - b. Finalize goals agreed to for YWOV Committee Members
    - (1) Make phone calls to increase attendance
    - (2) Provide 15 contacts for Save the Date and Invitation mailings by determined date
    - (3) Ticket Sales/Attendance: Fill a minimum of 5 seats
    - (4) Send out Thank You Notes to all sponsors/attendees
    - (5) Suggested “reach” goals: Each member to commit to 1 of 4 goals below**
      - (a) Give/Get: \$500 per member (as received from committee members in previous years)
      - (b) Develop new sponsor relationships (value TBD)
      - (c) Bring in new committee members
      - (d) Other goals

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### New Business:

1. 2020 Focus – Discuss and finalize theme, speaker approach, event name
  - a) Theme
    - i) Previous year’s themes: Gold Award, STEM, Leadership, G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™
    - ii) Theme/Purpose for 2020 (Attached List)
    - iii) Honorees suggestion (Dianna – details in Appendix)
  - b) Event Name (Young Women of Vision)
    - i) Decision to create a Tag Line (rather than an action word)
      - (1) Tag Line to express purpose of event
      - (2) Action word suggestions: "Building", "Creating", "Celebrating", "Cultivating"
  - c) Goals for Event
    - i) Committee to review below timeline/goals
    - ii) Discussion NEW suggestion re: Program book/Ads
      - (1) Note from Mara: I see this as an offering for those who do not have the \$500 for the least expensive sponsorship. We have other collateral where we request ads, so I do not want to cannibalize those consumers, by placing a large focus on ads here.
      - (2) Decide go/no-go

Category	2019	2020 Proposed	Timeline Goals
Speakers	Keynote	Keynote	Keynote by Feb 1 <sup>st</sup> , all others by June 1 <sup>st</sup>
Sponsors	\$24,350	\$31,287	25% by Feb 1 <sup>st</sup> ; 50% by April 1 <sup>st</sup> 75% by June 1 <sup>st</sup> ; 100% by Aug 1 <sup>st</sup>
Program book / Ads (Proposed)	N/A	\$853	25% by April 1 <sup>st</sup> ; 50% by May 1 <sup>st</sup> 75% by June 1 <sup>st</sup> ; 100% by Aug 1 <sup>st</sup>
Donations	\$10,490	\$13,485	The bulk of these were in the room last year – maybe we get some up front by having a “friends of YWOV” listing in the booklet
Ticket Sales*	\$5,970	\$7,675	25% by May 1 <sup>st</sup> ; 50% by July 1 <sup>st</sup> 75% by Aug 1 <sup>st</sup> ; 100% by Aug 20 <sup>th</sup>
Attendees*	200	250	See above – ticket sales
Gross Revenue	\$ 42,000	\$53,300	Sept 2020

\*Reminder that available tickets are based on sponsors. Sponsors get seats with their commitment, and they do not always use them all. The Verizon venue would max out at 230 seats. Galloping Hill could accommodate 300.

- 2) Event Logistics
  - a) Date/Time: September 18, 2020

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- b) Venue – The Ridge, Basking Ridge (Natasha confirmed)
  
- 3) Speaker - Attached / Brainstorm
  - a) **Topics – see Themes above – ALL**
  - b) **Speaker Ideas / Contacts – ALL**
  - c) FYI - Speaker key characteristics - GS advocate, Gold Award, “Draw”, SM/MarComm add, etc.)
  - d) Format (FYI):
    - i) Welcome speaker (Natasha & Magda)
    - ii) Keynote
    - iii) Gold Award speaker
    - iv) Closing remarks, including Fund Dev Ask to room
  - e) Consulting with Verizon re: Speaker/Topics
  - f) Speaker cost - << \$1000 (previous).
  
- 4) MarComm Update – **Mara or MarComm colleague**
  
- 5) Sponsors / Brainstorm
  - a) **New ideas – Industries, non-competitive, w/in footprint, emerging markets - ALL**
  - b) **Review sponsor ideas and add to list – ALL**
  - c) Discuss process & Identify best person to begin relationship/make ask
  - d) Update on GSHNJ Org Sponsor Campaign – **Mara / Diana**
  
- 6) Committee Meetings
  - a) Cadence – In-Person, Quarterly; Conference calls, 4-6 weeks
  - b) Dates: April 27, June 22, Aug 24 (**In person**)
  - c) Proposed additional dates (**conference call**)
    - ◆ Feb 24
    - ◆ Mar 23 or Mar 30
    - ◆ May 18
    - ◆ July 27
  - d) GSHNJ Staff will provide updates and requests in advance, if not attending meeting
  
- 7) Round Table - opportunity for all to raise questions, issues

### NEXT MEETING:

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Monday, Feb 27  
6:30 PM  
In Person – North Branch Service Center

### ANNOUNCEMENTS – UPCOMING EVENTS

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February 6<sup>th</sup>: FDC Meeting at 7:00 pm in Westfield Service Center  
Cookie Cook- Off Event: March 12

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Annual Meeting and Volunteer Recognition Dinner: April 22

Young Women of Vision Event: September 18