

GIRL SCOUTS HEART OF NEW JERSEY YWOV Meeting Minutes

COMMITTEE: YOUNG WOMEN OF VISION
DATE: Monday, August 10, 2020
TIME: 6:00 PM to 7:00 PM
LOCATION: Conference call/ Virtual Meeting – In meeting invitation
CHAIR: Patricia Steingall and Mary Beth Dunn
PURPOSE OF MEETING: Planning meeting for 2020 YWOV Event

INVITEES / ATTENDEES:

Name	Attendee
Patricia Steingall, Co-Chair, Board Secretary	Y
Mary Beth Dunn, Co-Chair, Volunteer	Y
Malissa Cass, Volunteer	Y
Dianna Beck-Clemens, Board Chair	Y
Wendy Deer, Board member	Y
Michael Forrestall, GSHNJ COO	Y
Natasha Hemmings, GSHNJ CEO	Y
Gretchen Horwitz, Volunteer	Y
Aimee Hunnewell, Volunteer	N
Asia Norton, Board member	N
Kathleen Olivieri, Volunteer	Y
Lydia Smith, Volunteer	N
Mara Tolas, GSHNJ Director of Development	N
Jessica Viotto, Board member	Y

AGENDA:

WELCOME & Well-Being Check-in ☺

A. Old Business

B. New Business / Action Items:

1. Sponsor Update – ALL

a. Mary Beth reviewed the following points:

- i. \$5,000 Ask/Sponsorship per Host Committee member
- ii. MB asked FDC to make same commitment – MB
- iii. Sponsor (archive) list updated & circulated July 28th - MB
- iv. Resources & reminder sent August 6th - MB
- v. Need to be bold and bullish
- vi. Discussed three sponsors/person

b. MB shared her status update and after being asked, shared how she found 54 contacts to send sponsor e-mails (i.e. corporate connections, service providers and friends).

Results: No – 10, Looking into it – 15, Have or am making calls to the rest.

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- c. Jessica shared that she's pursuing PNC sponsorship, as well as shared information related to possible PNC Grant availability. Natasha will loop Mara into the conversation re: grant writing.
 - d. Gretchen asked questions related to the Cognizant Foundation and GSHNJ STEM programming. Natasha advised she would share appropriate materials.
 - e. Wendy – reaching out to sponsors and will keep us informed. Also asked about DocSolutions – Natasha requested that if Wendy has a contact to please proceed. Wendy also suggested that we consider companies and foundations that have Women's Initiatives (Diversity & Inclusion, HR, Managing Directors.
 - f. Dianna – sent out 10-15 requests. Received some “no's” and is following up.
 - g. Pat – sent out and will send out a few more sponsor requests this week.
 - h. MB reviewed the Sponsor list that had been sent and highlighted lines for each person to follow up.
 - i. MB also asked Natasha for the status of sponsors where GSHNJ is noted for following up. Natasha said she would circle back with status update and let the group know if staff needs help with following up.
 - j. Natasha also advised donations for Digital Ads
 - i. \$150 = 1/4 page Digital Ad
 - ii. \$250 = 1/2 page Digital Ad
 - iii. \$150 = Full page Digital Ad
2. Ticket Sales Status
- a. Malissa asked for a status update about ticket sales opening.
 - b. Natasha shared that after staff testing today, the Event Registration Link will be open tomorrow, Tuesday, August 11th. <https://www.gshnj.org/en/events/special-events/young-women-of-vision.html> (WOO HOO!)
 - c. MB has previous attendee who wants to donate \$100. The recommendation was made for one of the following:
 - i. Suggest they purchase 2 tickets and add a \$20 donation
 - ii. Provide them with a GSHNJ Champion Decal for their donation
 - d. Committee needs to begin sharing the Ticket Sales link everywhere!! 😊
 - e. Tickets for general public= \$40
 - f. Registered Adult Volunteers (troop or service unit level) & active girl scouts= \$25

KEY NOTE: When contacts are purchasing tickets or sponsorships, encourage them to share in the “Comments” section that you have invited/encouraged them to sponsor or purchase tickets to the event. (re: Give/Get Board and Committee contributions).

KEY NOTE: Committee – Please do your best to get in all sponsorship pledges by August 20th (approx.) that will give the GSHNJ staff time to create fantastic graphics for your sponsor's ad in the digital booklet and request names and e-mails for their tickets, as appropriate.

3. MarComm Campaign and Ideas/Action (MarComm = Marketing/Communications)
 - a. MarComm strategy session Tuesday afternoon – will send details out to all of committee.

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- b. Suggestion to highlight “Daisy Sustaining Donors” Re: Theme of “Sustainment” - as part of Event promotion/MarComm and the Fundraising ask overall. Natasha shared that the “Daisy Giving Circle” of sustainable donors is an element of the MarComm strategy plan.
- c. Dianna asked if we would be able to capture e-mails this year, including sponsors who invite colleagues or employees. MB advised that we’ll likely get all e-mails as a result of this being a virtual event – we’ll get them via event registration.
- d. MB suggested a “post-event” survey be sent to ALL of those who registered and attended, with an opportunity to opt-in or opt-out of future GSHNJ/event e-mail messages.
- e. Kathleen reminded the group of an idea from Dianna related to creating partnerships (cross-promotion) with sustainability organizations. Sustainability focus – environmental, financial, leadership, business, etc.

KEY NOTE: In the past, many committee members contributed as Sponsors at the \$1000 to \$500 level. All committee members are encouraged to choose their donation amount, buy their tickets and then share that widely on their favorite social media platforms.

TASKS	% Complete	Expected date	Notes
Update Sponsors List / Ads	100%	26-Jun	MB
Ticket Sales OPEN	0%	10-Aug	GSHNJ Staff
Invitation/Event Collateral w/Sponsors listed	0%	10-Aug	GSHNJ Staff
Secure Sponsors	20%	20-Aug	ALL
Offer Ad spaces to smaller businesses or individuals	5%	28-Aug	ALL
Ticket Sales (300 attendees)	0%	30-Aug	ALL

NEXT MEETING:

Monday, August 24 - 6:00 PM, Zoom/Conference Call

ANNOUNCEMENTS – UPCOMING EVENTS

- GSHNJ Summer Virtual Camp activities
- GSHNJ Cookie Relief Fund
- Young Women of Vision Event - September 18th 1-2:30pm