

# Marketing Meeting Notes

## April 23, 2008

Attendance: Polly Traylor, Vicki Moats, Paula Cohen, Shelli Kurth

### Ways to Generate Funds:

- a. Individual Giving (membership)
- b. Business direct contribution (loyalty like escrip for local business)
- c. Corporate/business giving
- d. Grants

### Fundraising Goals:

- a. Teacher mini-grants--\$250-\$1000 with an application fee and specific criteria
  - Media center and Library Grants
  - Short term arts/ movement grants
  - Green Seed Grants
- b. Hire shared tech teachers for elementary schools
- c. Support A-E goals

### Short term Goals for Marketing Group:

Design a brochure for PLCS using Google docs (whole marketing team)

Research best data base to use for (Shelli)

Create a budget (Paula+group)

Choose a catchy marketing name for PLCS (next meeting)

Talk to PL Beautification Association to get endorsement (Paula)

### Mid Range Goals

1. Buy/Create data base that can
  - a. maintain contact info
  - b. Mailing labels
  - c. email
  - d. linked to payment options with electronic updates
  - e. manual update capabilities
  - f. profile donors
2. Fix up website to include:
  - a. A foundation button that includes our mission/value statements
  - b. Smaller banner on top of pages
  - c. Tagline change