

# Draft Marketing Meeting Minutes

United Way of Clinton County, Iowa

June 26, 2018

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Present: Jim Bengtson, Heather Evans, Joni Hinsch, Maureen Miller, Ted Tornow

Unable to attend: Julie Dunn, Chris Farwell

Staff: Cheryl McCulloh, Sierra Phillips

Maureen Miller opened the meeting at Noon. Sierra Phillips was introduced as the Marketing Intern from CCC.

1. Joni Hinsch moved and Jim Bengtson seconded a motion to accept the April 2018 meeting minutes as presented.

M/P/U

2. Quarterly Marketing Committee report for March, April and May.

- Highlights:
  - Data as expected
  - # Visits and users down for the quarter – probably typical for that period.
  - Meeting goal to average two posts per week on Facebook. Those items are added to Website as well.
- “Likes”
  - Guest Editorials the highest with 9
  - Events, flower fundraiser, Clinton Reads DEAR week, with 7 each

Discussion:

- Boosted posts performed well, but no identifiable return from them (increased followers, contributions, etc.)
- Suggested that we look at “geo-fencing”
- Popup information like for events sent to those looking at something similar in the area by Facebook Advertising
- Suggested that we post “ads” for board members, volunteers, etc.

3. Campaign/80<sup>th</sup> Anniversary Plans

- “Franks” for the Memories
  - Combine with campaign event
  - Press Conference to announce goal, leadership (?ALICE)
  - (Thanks)/Franks and recognition of past UWCCI leadership
- UWCCI Night at the Lumberkings
  - Meet and Greet
  - Dinner
  - WestBend Check presentation
- How do we incorporate agency participation?
  - Lukewarm response to agency tables

- Hard to have papers there (wind, rain, etc.)
    - Do fans really want to carry around papers?
  - Suggestions
    - Items for ribbon/electronic board
    - Small hand out – Ted will print
    - Agency banners, if they have them?
    - Fliers/posters for bathrooms., near food stands
    - Change/tip jar at food stands
    - 50-50 raffles (split with Lumberkings?)
  - Other
    - Giving Card: for gifts over \$100; discounts from businesses – not do
    - Do use:
      - Agency List Card
      - Video
      - Testimonials
      - Local Pictures
      - Ad wrap
  - Campaign fliers/posters – all OK; work with Maureen for final polishing
4. ALICE: THANKS to Alliant and Iowa Association of Credit Unions for sponsoring statewide!
- Updated data as of today
  - ALICE Level increased statewide and locally
  - Those at or below poverty level stayed the same
  - Those self-sufficient sliding into ALICE
  - Wages did not keep pace with increases in cost of living
  - Discussion
  - Agency ALICE client stories
  - Educate employers on how to recognize, communicate with and refer ALICE employees

**Next Meeting: July 31 at Noon**