

Draft Marketing Meeting Minutes

United Way of Clinton County, Iowa

June 26, 2018

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/80th 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