Nurturing Minds, Inc.

**Communications Committee Minutes**

August 3rd, 2015

**On the Call:** Heidi Kane, Laura DeDominicis, Ashlie Busone, Catherine Flint and Matt Plourde.

**Agenda:**

* **Update from the field / fundraising. How are things looking for NM? – Laura**
  + Matching campaign in June was a success. A few board member stepped forward for a match and we raised a combined $50,000.
  + We received a handful of large donations in June; Bryn Mawr Presbyterian Church - $12,000, Arthur B. Schultz Foundation - $10,000, UNITE has committed to an additional $4,000. The Segal Family Foundation will be renewing their support - $30,000.
    - Laura will let the team know when a big donation comes in and what it supports so they can post on social.
  + For the first 6 months of the year, we set a high fundraising bar, but didn’t quite make that goal. The good news is that we are ahead of where we were last year. We need to keep up the momentum, which is where the fall events will be key.
    - The Northeast Chapter is holding their annual African Evening on November 6th. Laura will follow up with team when we have more concrete information for them to support on social.
    - The PA chapter is in the planning process for an event with a tentative date the of November 14th.
    - The NYC and DC chapters are still in the early planning processes for events.
  + School Partnership Program – We have been talking about setting up the next Google Hangout around the International Day of the Girl. Dana had a great idea working the hangout around reading a particular book and highlighting the library at SEGA. Would be cool to connect the school groups with social media and try to get them to promote us through social media.
    - Create a hashtag – cross-platform messaging.
    - Hold the Google Hangout in the library.
* **Video Update – Heidi**
  + The 7 minute video is done, Sarah Bones did a great job. Moving forward we will be doing a shorter version of the video for presentations. She did go over her original budget. Write a letter for an in-kind donation to write off a part of the video.
  + Content will include an intro, 1 student story, 1 success story, and an end. The committee agreed that the Rehema story was really strong, touching story in general but a strong message on what can happen if girls don’t go to school. Gives empowerment to the mother as well. Rehema’s mom chose this and wanted this for her – strong message.
* **Website – Matt**
  + New photos and updates. Need help, if you stumble across something that needs updating, let us know. Content wise update 4 times a year, homepage updated 2 times a year.
  + CatchaFire – designer/programmer to update the layout and the main content on the website. Positive comments on the website.
* **Instagram – Catherine**
  + 71 followers on Instagram, small but growing. A month ago it was at 60, 10 people per month growth. Catherine is working a lot on ‘re-gramming’ relevant posts from the UN or other related items. Put enough out to keep people interested without bombarding. 2 posts a week of pictures of the girls or the school and 1 or 2 re-grams.
  + Ideas on how to pull in school groups? Include Instagram handle when we send out to school groups. Contest – create an Instagram photo and caption. Include our handle and ask to follow us on Instagram and/or write our handle on the board.
  + Infographic in the latest article, put on Twitter – good on Instagram.
* **Twitter – Ashlie**
  + 75 to 100 followers since Ashlie took over. Would like to see more. 100 more followers by the end of the year. Way we have gotten a lot of followers is added to lists, TZ related or Education related, etc. A few followers when tweeting in Swahili. Driving people back to the website, once a week or twice a week referencing back to the website or a specific page on the website.
  + Ashlie asked if NM has any plans for focused fundraising around International Day of the Girl? No, only the Google Hangout. Donate to the books for international day of the girl, buy a book for a girl, all about books and expanding the library. Categories, a book, a stack, a shelf, a bookcase, promote the month leading up to. Decrease the carbon footprint, buy locally in TZ.
* **Fall Newsletter – Matt**
  + Spelling and grammar edits? Something short about experience and picture. Send to Ashlie and Catherine for edits. We want people to get it 1st week of September.
  + Add google hangout date to the newsletter.
  + Send a hard copy mail to everyone without an email address. Spring appeal so we printed a lot more. Send with a remit envelope. No paper snob, just go cheap.
* **CatchaFire – Heidi/Laura/Matt**
  + Nonprofit resource, request for projects. Designer or skill-set want to give back can go and signup and pick projects to help out with. Segal Family Foundation is paying for it. Hit or miss in terms of the quality of work, that being said they let you interview a project designer. Communications projects – fundraising, policy, website, etc.
  + Design for the end of year annual appeal? Catch-a-fire website, list of projects we could foresee needing help with, post 1 at a time. Doing updates on an existing design on a website, as far as design you can interview people, but it might be a little sketchy with designers if talking about brand. Better if it is fill-in-the-blanks.
  + Start with something like optimizing to a mobile platform. Changes on website, 2nd project. Overall design pieces, hesitant.
  + Any ideas, let us know. Redesign in word for the girls sponsorship.
* **Projects on the horizon – Heidi**
  + Try to get Lisa to create a basic layout for the annual appeal that we can drop copy into. Will save time for Matt. Try to get the annual appeal squared away within the next few weeks, firm deadline for this appeal. Matt will follow up with Heidi sending her the file from last year’s appeal and some information on what worked, what didn’t work and any other feedback on the process.
  + When the PO box address changes, we will need to create a mailing or announcement of some sort to send to people telling them of the address change. Keep the PO box in PA with forwarding for 1 year.