

March 2009 Monthly Board Report—

Public Relations

General

The meeting started with a brief update by the PR Director of changes in the office such as the hiring of a new Construction Manager, James Baldwin. We also have a new Bookkeeper, Elane Bierer, who will be a full time employee.

Quarterly Newsletter

After weighing the options for circulation of the Quarterly Newsletter, it was a consensus of the Committee that the most efficient and economical method would be to have the Chronicle both print and distribute the newsletter according to zip codes. After talking to a few other Non-profits, it was determined that zip codes in the more affluent areas such as Black Diamond, Pine Ridge, etc. should be used. How many we send out will be determined by the amount budgeted for that purpose, but we are moving ahead and plan to meet with the Chronicle this month.

Public Awareness

- **Events**

This was a very busy month for us for public awareness. We had a booth at the Shared Services and met many not for profit organizations. The Director stressed our need for volunteers at every display she visited and also reminded them that we work with those who are in need of completing Community Service hours. While there she also met with Catholic Charities and talked about the importance of the Catholic Church being a visible part of the community building efforts. It was agreed that if other denominations can join hands and work together that it was important for the 5 Catholic parishes to step up to the plate. She is hoping to hear from the representative about getting all parishes together to make a presentation about sponsoring a Catholic Build.

Building Dreams was well attended, well run and made an unforgettable impression of all who attended. Even in this bad economy, attendees opened their wallets to the Silent Auction Items and the 50/50. It was a wonderful evening for Habitat to strut their stuff as Citrus County's #1 builder (for now).

The Strawberry Festival was profitable in both money and public awareness. We couldn't ask for better weather and we now have the experience to build on for other fundraisers. It was agreed to stick with the "dog cookies" and expand for next time. The Committee was congratulated for joining hands and working together for the success of the event.

- **News Coverage**

Press coverage remains high. In fact there was a great picture in the Chronicle page 3 of those chatting during the Building Dreams event. HAMMER IT HOME is still appearing monthly, and the thank you ad will appear in the Chronicle within the week. We want to make sure no one is left out.

Website

The website is being updated on a regular basis. It is a process of getting comfortable with the format and the ever changing information that is continuously generated.

- **Public Speaking Opportunities**

The Director will be speaking to the Business Masters and also presenting a slide show with the help of a fine Board member to be announced. Other opportunities will be covered as they are presented.

- **Community Relationships**

Because of the aforementioned fundraisers and expos, Habitat is increasing awareness in every way possible. All were reminded that they are the eyes and ears of Habitat and if given the chance, they should schedule a speaker to present the program or have the PR Director get in touch with the person who makes those decisions..

