**Memorandum**

**To** Ellen Fallon

**From** William Chen, Marisa Fischetti, Taylor Rashti, Ben Wichman

**Date** October 20, 2020

**Subject** Progress report on American Heart Association

In our American Heart Association project, we spent the past three weeks discussing different ways to raise awareness of cardiovascular disease and stroke. We are awaiting further communication from Trina and ideas for posts.

**Results from the Last Three Weeks**

During the past three weeks, we started our project and created an Instagram account (@suhasheart). Since then, we made four posts: an introductory bio of who we are, an at-home workout plan, a healthy fruit plate, and promoting a Zoom meeting held by the AHA. The fundraising/donations have also started, and within a week, we raised over $700. Trina also contacted us with ways to enhance the Instagram page and what to post. We are using these suggestions to create and think about new posts.

**Results for the Next Three Weeks**

During the next three weeks, we plan to create more posts and meet with Trina to see what she thinks of the Instagram page and ways she believes we can enhance the page. We hope to get more people involved with our Instagram and are looking for ways to appeal to the Syracuse community. We feel that Syracuse University students are less likely to donate and care about cardiovascular health, so we want to start catering towards Syracuse members.

**Conclusion**

We created the Instagram page and made four informative posts. The fundraising page was linked to our account, and we have raised over $700 from family and friends. We are on schedule and no longer behind.

In the meantime, here are two actions we can take right now.

1. Create more Instagram posts to engage people to our page and the AHA
2. Contact Trina and see what improvements she wants to see on our Instagram page

WC

MF

TR

BW