**Memorandum**

**To** Ellen Fallon

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

**Date** October 29, 2020

**Subject** Progress report on American Heart Association

In our American Heart Association project, we spent the past week discussing different ways to raise awareness of cardiovascular disease and stroke. We are on track and have no issues.

**Results from Last Week**

During the past week, we continued to make Instagram posts and followed Trina’s post guidelines. We posted about a meeting the AHA held and some information about World Stroke Day. The fundraising/donations have slowed down over the week, and we raised $25. Trina also gave us feedback and said she likes what we have so far.

**Results for Next Week**

Next week, we plan to create more posts and promote the American Heart Association’s virtual meetings. We have been doing these, but we haven’t received enough attention from the public and need to expand to a larger audience. We will go over plans to attract more people to the Instagram page.

**Conclusion**

We continued to post on our Instagram page and promote the American Heart Association’s virtual meetings. Donations have slowed down, but we still raised $25. We are on track and have no issues whatsoever.

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. Brainstorm ideas to attract more people to our Instagram page

WC

MF

TR

BW