

Benzie Senior Resources (BSR) Fund Development & Public Relations Committee
Meeting Minutes –January 11, 2023

Committee Members:

Ingrid Turner—Present	Nancy Call—Present	Linda Ringleka—Absent
Douglas Durand – Present	Dawn Bousamra – Present	Rosemary Russell—Absent

Meeting was conducted via Zoom.

Meeting was called to order at 9:38 a.m.

Approval of the Agenda – Did not have a quorum.

Approval of 12/14/2022 Committee Meeting Minutes. Did not have a quorum.

Progress Reports/Updates:

Year-end Appeal—Doug reported that as of 1/10/23, \$48,824 has come in from 175 donors. Compared to last year for the same period, \$39,654 from 154 donors. Nancy asked if we were able to discern which donations came from Family Fare. We cannot. It links directly to the website donation page. Donation tracking would also be beneficial for WAT, Giving Tuesday, Annual appeal, newsletter, golf event, etc. That way we could adjust efforts accordingly. Dawn will research QR codes and tracking options. Dawn will update at next meeting.

Contacting Jamie Gray—Doug will reach out sometime in January to see if we're still on to do it again in June. Also ask if she has any thoughts on what should be different and our participation.

Review Fund Development/Public Relations Strategic Plan Goals—Postpone marketing consultant indefinitely. Dawn and Nancy will meet to discuss the 2023 marketing/ fundraising plan.

Record Patriot article has not come to be. We pay \$8000 in help wanted ads to the paper and it's frustrating that we can't get a monthly article. Plus, we were overcharged for our subscription. Just getting the Christmas Bag "thank you" ad placed was a exhausting. Doug did not hear from them for until 10 days after he reached out. It is hard to count on them. Doug always lets Colin know when there is a special event going on. He told him when the kids would be bringing cards for the Christmas Bags in so he could get a photo of, but never surfaced. Nancy wondered about just paying for ¼ page and putting what we want in. Doug did share that even that content isn't safe because sometimes they cut out parts without telling us. What about Northern Express? Ingrid shared that they recently had information on aging. We need to get the editorial calendars from them as well as Betsie Current and the supplement to Traverse Magazine so we can be included.

Strategic Plan—Section 1. d. Do we do the Senior Expo again? It's been held at Trinity Lutheran Church. Doug could reach out to other agencies to gauge their interest. There have been a lot of staff changes across agencies since Covid. The expo included a large assortment of different agencies to promote senior services. Mostly Frankfort people attended.

Doug shared that we received a check from the youth ministry from St. Annes and he called to thank them. They have become a supportive church for BSR. It was nice to see the youth thinking about the seniors. Could we get more churches on board to help us with donations and getting the word out?

How do we get the match money for fundraisers? Geri VanAntwerp is retiring from BACN and would she help us with that? We could grab coffee with her and pick her brain. Nancy--Rather than add to our plate could we focus on hitting the goals that we set for this year. Could four board members on this committee each choose three sections of the 2023 Fundraising Calendar to review and report back? Ingrid will reach out to Rosemary and Linda.

Doug and Dawn will reach out the BHSC to present to them. Could be accomplished by April-June. There are a lot of agencies represented there. And it then naturally leads to township presentations.

Dawn and Marti prioritize Donor Perfect training but must schedule Nancy (retired staff) to cover Marti's desk.

Dawn will reach out to Char at Emmett County on how they get food sponsors. Do we have a foundation to start out our vehicle fundraiser? We could request money to have as a springboard. Waiting to hear back from the GT Band regarding the \$18,000 grant for vehicle fund. We need to move our donors to monthly and increase their contributions by 50%. We need someone to focus on this. How do we do this? First step? Leo sent out a great recap of all the COA's they visited and maybe his report that stimulate a discussion.

Doug and Dawn met w/ Linda regarding internship. Doug reached out to Jennifer at Isabella COA to get her take on internships. Linda is working on it. Strategic Plan A.3.a. on internships. Moving in that direction. Looking at next hire social worker or FD person.

5d. We need a PT to FT fund developer.

Update on Communication & Public Relations

Recent Rec Pat articles were great publicity. Also the thank you ad.

Discussion on a Fundraising Calendar for 2023

More focus on next month's meeting. Dawn and Nancy will meet to discuss.

The meeting was adjourned at 11:11 a.m.

Next Meeting Date is Wednesday, February 8, 2023, at 9:30 am via zoom.

Respectfully submitted,

Dawn Bousamra