

## Membership and Fundraising Committee Meeting Minutes 10/27/2020

1. Annual Appeal- Discussed draft letter. General feeling was that the letter should include a reference to outside threats to the lake(e.g. Greenridge). Catherine will send some suggested wording to capture that. Peggy will then revise draft and forward to Jake for him to put his personal touch on the letter before emailing to all contacts. The committee agreed that the first annual appeal email should go out mid November.
2. Lapsed Business Members- Catherine had the idea of doing phone banking to personally reach out to these businesses. It was agreed to divide up the list among the committee as well as enlist other board members to make calls.This will be brought up at the next board meeting.The committee also discussed the idea of going to local rotary clubs, chambers, etc. and do a Pure Waters presentation in hopes of getting more businesses to join. It is unknown if any of these groups are meeting in person due to the pandemic but the idea was supported overall by the committee. This could be a future activity when groups resume in person meetings.
3. Large Donor Campaign - the committee discussed the need to approach residents around the lake who have the financial means to support Pure Waters with significant donations. Given the focus and timing of the Annual Appeal, it was agreed to put this effort on hold until the next committee meeting. The consensus was that we need to approach these potential donors in person. Timing is impacted by the pandemic.
- 4.Cyber Monday/Giving Tuesday-the committee discussed taking advantage of these days and use as opportunities to raise funds for Pure Waters. The use of Amazon Smile by all of our members and contacts would be encouraged when they purchase items on Cyber Monday. Shannon will draft an email that would be sent to our contact list. We would post on social media to encourage people to donate to Pure Waters on Giving Tuesday. Catherine will have her media director come up with the cost of a 3 day social media blitz highlighting these two days.

Peggy Focarino, Membership and Fundraising Committee Chair