**Fundraising Committee Notes**

**Wednesday November 3rd, 2021**

1. Select meeting Chair - Joellen
2. Select note taker - Rayna
3. Review notes from last meeting September 15th, 2021
4. Review Agenda and add items
5. Law Society Presentation - Mark
   1. Email for Mark to share with Law Society - Next Week (Rayna)
   2. Christmas Dinner (CP) - Dec. 9th
6. Polar Bear Plunge Update
   1. Email to OPP - Rayna - Committed to getting a team together, reached out to East Region for an additional team.
   2. Ad & Videos started up on social media - Has started and we currently have a video campaign taking place on our social media accounts. We have increased engagement.
   3. Margo is going to find two people to plunge on her behalf, she will support with initial pledges, encouraged to match.
   4. Source a prize for whoever raises the most money - Margo will look into this, we will bring this up at the upcoming PPBP meeting.
   5. Margo will get in touch with John Fenik
   6. Events - Invite these volunteers to the next PPBP meeting
      1. Aisha (morning) & Margo (afternoon) - Christmas Market - November 21st 2021
      2. Rayna (LHYC) & YAK, Carol Ann (adult supervisor/ Pete helper) - Perth Santa Claus Parade - December 4th 2021

2022 Spring/Summer Yard Sale Volunteer Committee - Sheri

* 1. maxsold.com (or similar) suggested by Carol Anne as an alternative - Aisha mentioned that this does better for buyers than sellers, you make what you invest, Maxsold cut is 30%
  2. Bruce Bailey would like to take the lead on this event.

1. Nine & Dine Wrap up
   1. Thank You Notes - Joellen to mail to Aisha
   2. Donor List - Joellen to Rayna for CanadaHelps DMS
2. Grant Advance & CanadaHelps DMS Update - Rayna
   1. Aisha & Joellen both have points of contact
3. Spring Concert / Event - Table until after Polar Bear Plunge
4. Donor Campaign Update - Detailed Case Summary - Aisha & Sheri (Projected Date Nov. 26th)
   1. Draft has been created (Aisha)
   2. Carol Ann & Mark helping with Letters
   3. Go ahead with a story letter asking for year end ask and that Mark and Carol Anne will send out the letters.
5. Giving Tuesday Campaign - End of November - Rayna
   1. Social Media Campaign using “Need for Fundraising” video from Cats Cove
   2. Email Blast Reminder send out 10-week before
6. Strategic Plan Fundraising Section Review
   1. Begin developing 3-Year Fundraising Plan - Table until the 2nd year - April 2022
   2. Develop a subcommittee of 2-3 people
   3. Carol Anne feels too new to take this on at this time, others too busy at this time
7. Fundraising Budget Update - Joellen
8. Other
   1. Margo is stepping back to focus on CAR but will help as much as she can leading up to and during Perth Polar Bear Plunge, going forward her time will be very limited to help reach the goals of CAR

Next Meeting: January 24th @ 4pm