Minutes CARD Team Meeting 1, Monday October 23, 2017:

1. **Introductions & welcome**
	* in attendance: Laurie Clark, Brian Peters, Sarah Bingham, Ellie Halladay, Greg Simpson , Cheryl O'Connor
	* Regrets: Linda Grenier & Al Howard

2.     **Terms of Reference**

* Purpose
	+ - Network, communicate, making restorative practices accessible so that everyone knows about it and can access it (age, platforms, language, cost/available to everyone/free,)
		- Pass along important contacts & information
* Membership
	+ - Open to any LCCJ (and potentially other's for events only) volunteers that are interested.
		- Term - meeting once a month, hoping for a 1 year commitment
* Accountability
	+ - Report at monthly board meeting
* Scope/Outcomes/Activities
	+ - Service area is Lanark County
		- Will need consent forms signed for any media related photos
		- Define Targets?? see below
		- Specific asks should be identified
* Meetings
	+ - Once a month unless we have a specific event that we are planning
		- Consensus decision making
* Sharing info & outcomes
	+ - Circles
		- Share with other restorative Justice committee's (Joint Justice regional committee and other restorative justice organizations)
		- Build community
* Definition of terms
	+ - Identify some of the terms

-  Resource development - getting donors

-  Influencers - identify people in the community who spread information/influencers (sneezers)

-  Targets

                                                        i.     Many non-profits have 70-80% of revenue stream from donors

                                                       ii.     Grants are not reliable

                                                     iii.     We do not have regular funding so we need to get some donors on board. This is a goal of the CARD team... start to cultivate donors.

Sarah will have a draft of our Terms of Reference for us at our next meeting.

3.     **Developing Communication Strategy** (Work in Progress)

* Branding - what are the key messages we want to be conveying?
	+ - Repairing relationships
		- Opportunity to speak face to face
		- Everybody is deserving of dignity & worth
		- Promote **Honesty** in our conversations
		- Feature vs. Benefit Identify the benefits of each feature
		- **Accountability** - We are accountable for our own choices and actions. Individual ownership of 'not being a jerk'. The accountability will keep us from being seen as 'soft'. Some kids will actually be harder on themselves than the justice that they would otherwise be dealt.
		- **Understanding impact** - that we are responsible for the solution/for fixing it
		- **Safety** - Benefit's everybody. Trust.
		- What do we need to be our best self - **Respect**.
		- The circle becomes a place where we practice how to be our best self.
		- Using restorative practices is **easy to do.**
		- **Expectations** - Once we train & build your capacity we expect you to use them.
		- Promote **courage** - To show people there are benefits to having and using courage. Give the kids the opportunity to have and use their courage in a safe way where they will be heard.
		- Inviting people to do the work.
* Ellie has started collecting quotes and would like to interview facilitators to start collecting resources for social media development.
* Cheryl's (or other) fresh objective eyes will be an asset for screening messages & stories so that we ensure we are sending out a clear message.
* Everyone on the CARD Team should have basic talking points/message so that we are consistent and informed when speaking with people about LCCJ.
* When Ellie & Andrew have their information ready to present to the public, they will present to us so that we can see what is being presented to the public.
* Myths about LCCJ/Restorative Justice/Practices that we need to keep in mind/overcome:
	+ That we are 'soft'
* Platforms:

Online

* + We have Facebook & Twitter
	+ Should we be on Linkedin? Yes, Ellie will set this up.
	+ Should we be on Instagram & Snapchat? Instagram is a daily media reach so not necessarily a good forum for us at this time.
	+ Blog - We could start a blog that can be shared by other organizations. It is a forum that we could add to weekly.
	+ We should focus on using the social media that we are already set up on in a more effective way. Add Linkedin.
	+ Ellie needs access to our Twitter account \*\*
	+ Other CARD Team members are welcome to get involved in managing these social media accounts however we will not all have access to managing the accounts

Print/Written Materials

* + Letters can be submitted to printed media ie Lanark Era, EMC etc.. These are free. If anyone is interested in adding articles/letters we can submit something every week at no cost.

Multi-media

* + Multi-Media - information booth at an event. Health fairs etc.
* Let’s not lose sight of the fact that **Face to Face** is our #1 forum for communication

4.     **Understanding Resource Development:**

* If anyone is interested in learning how to do Grant writing you can meet with Sarah individually.
* Individual donors:
	+ Skills in soliciting individual donors is a specific skill, frank conversation & stories. not everyone will fall in this category.

5**.     Skill Mapping:**

* Knowing who has the stories
* Doing stuff/communicating through stories
* Post stories about what has happened in circles/forums so that people will hear the stories and outcomes etc. This will help introduce people to what we do.
* Amplify stories for an audience
	+ Pass important contacts & information
	+ CARD Team Members
		- What are you good at, what do you want to get good at, what are you interested in getting good at??
		- Laurie - Would like to write as a form of sharing stories etc. Sharing this information in a blog or if it is a smaller comment these bits can be shared with Ellie so that she can post them online. Can also advocate for LCCJ in Face-to-Face communications and/or groups.
		- Brian - Not interested in the technology however is interested in reading so can scan through materials/articles. Is also comfortable with Face-to-Face and sharing stories and delivering our message. Can present to large groups.
		- Cheryl - Do some shadowing in the programs to see what is being done. Become familiar with the programs. Donor stewardship etc. is likely a good fit.
		- Greg - Fact to Face sharing of stories and possibly get involved in some public speaking events.
		- Sarah - Is comfortable asking for funding so if you are aware of someone or have started communication with a potential donor feel free to call her in to follow up on the financial side.

\*\* Who we are/What we do/Why you should support us - Keep presentations to 20 minutes or less.  We are not building skills, just going in for the quick ask.

Check out.

Next meeting....

Continue with agenda item 3. iv Setting Targets