

TDGF Committee Meeting – Friday, March 19, 2021



Minutes

10:00am – 12:00pm, via Zoom

Members present: Marcia Argyris, Diane Campbell, Nan Meek, Toni Moore, Betsy Noonan, Cathy Pellegrini, Suzanne Sullivan. Absent: Carla Brown. On Leave: Jennifer Jordan

Single Topic Agenda – July 2021 Campaign

1. **Dates:** Overall = Tuesday, July 14 – Wednesday, July 28 (includes soft launch and encore/extension days).
2. **Sponsors / Matching Funds** – focus on realtors, suggested \$10K in sponsorships; use as matching funds on specific days
3. **Organization**

Dedicated emails, eBlasts, TDNews – Betsy and Nan will take responsibility; due no later than June 15.

Videos – Marcia & Diane – for scholars; Carla and Cathy for grantees; due in DropBox no later than June 1.

Social Media – will ask TD to handle; except for NextDoor which Suzanne & Nan will handle; text due no later than June 15.

Websites / Digital screens – TD with text provided. Due no later than June 15.

Press – perhaps reach out to local newspapers and Chamber – featuring GF/TD as good citizens of Truckee and give sponsors publicity; Suzanne and TD to handle.

Sponsors – Suzanne will make initial contact through letters; others will do follow-up; acceptance due by April 20; payment due May 1 (may be split into installments, May 1 & June 1).

Donor Incentive(s) – suggested first new donors at \$150 – needs further clarification. Physical items from 2020 auction – tabled until next meeting

4. **Classy** – Suzanne
5. **TD Contact** – Suzanne

Next Meeting:

Monday, April 12, 2021, 3:00pm via Zoom or in the Board Room at Northwoods Clubhouse.

Remote Participation (same URL, ID and Password for all meetings):

<https://us02web.zoom.us/j/85656662859?pwd=N09pTzBUN0RCa0pZcERyNkUzTXZVQT09>

Meeting ID: : 856 5666 2859

Password: 760561

One tap mobile

+16699006833,,85656662859#,,,,,0#,,760561# US (San Jose)

Find your local number for audio only: <https://us02web.zoom.us/j/kuQ9H5dD4>