

*A Moment of Magic*

# Exec Board Retreat Day 1

## 8/27/2020



### Time | Location/Link

### ATTENDEES

Paige, Lindsey, Katie F, Allie, Chloe E, Payton, Andi, Joey, Sadie, Danielle

### *AGENDA & MEETING MINUTES*

- Reading off our secret buddies and complements
- Set goals for the fall semester
  - a. Develop more connections with other organizations on campus (between 3-5) by the end of the Fall 2020 semester
  - b. Get 8 people to set up Givelds for the Fall 2020 Semester
  - c. Get 3 subcommittees created for the Fall
    - i. Gala (Sadie)
    - ii. Kudos → send out nice things they've noticed about member of the org
    - iii. Pediatric Cancer Awareness Month
    - iv. Donation thank you
    - v. Marketing committee to help with social media, Canva, caption creation, newsletters, website, etc.
  - d. Reach out to businesses for sponsorships
    - i. Reach out to fundraise for the Gala for the Fall
    - ii. Big fashion show fundraiser for the Spring
    - iii. Will need sponsorships for all of the fundraisers
  - e. Try to not get more than 3 infractions for monthly hotline call sign up
  - f. Start connecting with the St. Norbert's chapter more (Danielle will reach out)
- Our dream resources
  - a. A monthly statement for finances that could be public information for the exec board
    - i. Would help both Sadie and Payton with their costume invoices
    - ii. Payton will get access to the bank mobile app so she can regularly check the balance
    - iii. Jarett should give a presentation about where we are at financially at every exec meeting
  - b. Graduating members donate their character makeup to help new members so they aren't so intimidated when first buying makeup
    - i. Possibly using some of the money in our budget when we get to a really good financial place to buy some base makeup for new members
  - c. Track where we do visits (towns/counties), how many kids we reach at each visit, the exact date of the visit, number of volunteers who attended the visit, to help Danielle when she reaches out to businesses for sponsorships. Would also help Paige with her
    - i. Can also possibly set up wonder wheels visits in certain areas that the grants want us to serve the specific areas
- Our needs from Paige

- a. The rest of the org should be updated more often. We have good communication in our group chat for exec, but it could be better for general body
- b. Keeping in contact with crowns and tiaras
  - i. Rebooting the system so we have more crowns
  - ii. Building more of a community especially in the virtual setting
  - iii. We'll start a clean slate every year to get new buddies and keep creating a more webbed connection
    - 1. We'll stay with the same person all year and then add more in the spring
- Incorporate that size isn't a determining factor for casting
- Also not discriminated against based on ability
- [Training: Fundraising Online](#)
  - a. Read through the entire powerpoint
  - b. Make up some canva social posts and flyers before submitting the approve fundraiser form to help save time and plan for distribution
    - i. Determine target audience of event
  - c. Using our social media and give video testimonials to encourage people to donate
  - d. Make a thank you committee who is responsible for sending a hand-written card to any person who donated
- [Training: Strategic Partnerships and Press](#)
  - a. Read through the entire powerpoint
  - b. Person first language: child with cancer, child with autism, person of color, etc.
    - i. Some people do prefer to be called autistic, or something else, but we should always use person first language until specified otherwise
- Pediatric Cancer Awareness Month
  - a. Goals
    - i. Have local business put a gold star in their windows
      - 1. Start by putting them on our own windows
    - ii. Get gold ribbons set up on bascom hill
    - iii. Post on social media every single day
      - 1. Every other day use an image from a visit
      - 2. Videos for marketing
      - 3. Get members to take selfies of themselves by gold stars
    - iv. Have members sharing social posts on their personal accounts once a week
    - v. Get businesses to light up gold one day in September
    - vi. 2-3 news or press appearances (will probably have to send out 10+ to get to this goal)
    - vii. Try to get a snapchat filter on the ribbons on bascom day
  - b. Concert and Silent Auction Fundraiser (Andi will lead)
    - i. Date = Sunday, September 27
    - ii. Around dinner time
    - iii. Song suggestions will be due on Monday, September 18
      - 1. All songs will be divided up by the 19 midnight
      - 2. Songs need to be recorded by the 23
      - 3. Compile it into an order on the 24
    - iv. Get some parent testimonials
    - v. "Well-known" MC
    - vi. Stream on FB live and set a fundraising goal
    - vii. \$5 for a song selection
    - viii. Silent auction item prices will vary
    - ix. Make a single t-shirt design to sell at the gala
- Goal to get members to attend the Gala

## *ACTION ITEMS*

1. Send paige another secret buddy text
2. Have Andi and Chloe get in contact for the hospital connections that Andi has
3. Create a GiveID link that goes directly into our bank account, and set up a paypal account (Jarett and Chloe)
4. Stay in contact with one-on-one character calls and wonder wheels visit parents to see if they want to set up an individual visit or getting a testimonial from the parents
5. Getting nurse, doctor, and guest speaker testimonials from in-person hospital visits or presentations
6. Before our exec board meeting on September 7,
7. Bring business cards to all wonder wheels visits for now
8. Madison News, The Morning Blend, Fox 6 News, etc. reach out to see if we can appear for Pediatric Awareness month (Danielle)