

Meeting Summary

Topic: 2008 Campaign Vice Chairs Meeting at HSBC	Date: May 1, 2008
Attendees: Paulette Crooke, Vincent Mancuso, Tim Doolittle, Drew Cerza, Ellen Crooke, Tim Lafferty, Linda Graves, Arlene Kaukus, Bob Morgan, Karen Christie, Rema Hanash, Gayle Barton, Suzette O'Brien	

Item: Reviewed Structure and Identified Volunteers to Ask to serve

Discussion Notes: Overall structure was satisfactory; comments were made that Construction and Manufacturing were very different. Volunteer prospects were identified for several sections; other will be completed post meeting. Tim Doolittle will serve as the Business Vice Chair.		
Next Steps/Action Items:		
What: Vice Chairs and assigned staff will meet to finalize recruitment and recruit volunteers to serve as division chairs.	Who: Vice Chairs	When: by May 22 (three weeks)
What: Split the Manufacturing and Construction sections into two.	Who: Karen Christie	When: May 2
What: Provide more detail on the account call process, information and timing – preview packet at Paulette meeting on May 14th	Who: Karen Christie	When: May 22

Item: Discussed strategies to reach donors/prospects outside the workplace

Discussion Notes: A discussion was held on how we might reach beyond the workplace. Ideas generated included: segmented marketing campaigns, celebrity spokespeople, database information improvement (QBase), more media support – there may be interest if it was based on market niches not the general market (core UW message is becoming wallpaper). Consider direct mail/neighborhood outreach on a peer to peer basis, utilize funded non profits to reach their volunteers. Donor designations were discussed briefly.		
Next Steps/Action Items:		
What: Develop segmented marketing campaigns and a face of UW	Who: Bob Morgan	When: May 22
What: Drew Cerza meet with staff to recruit volunteers and begin action plan development	Who: Suzette	When: May 22
What: Develop action plan for reaching beyond the workplace for further discussion at the next Vice Chair meeting – how will Qbase prospect tool assist.	Who: Bob Morgan & Suzette	When: May22

Item: Cabinet Operations/Logistics and Recognition Discussion

Discussion Notes: The idea of a private web page and list serve was discussed; scheduling meetings every three weeks, and providing a few gatherings tied to an event/activity of general appeal (Zoo, Art Gallery) for motivation/networking/appreciation. Consideration should be given to a Business First ad with volunteer photos. General response was that people are busy and appreciate simple thanks and events that are unique and of personal interest.

Next Steps/Action Items:

What: Private web page set up and tested – preview on May 14 th with Paulette	Who: Linda Graves & Bob Morgan	When: May 14
What: Develop the meeting schedule and event/recognition plan to review on May 14	Who: Linda Graves	When: May 14th
What: Set next meeting within three weeks and email all vice chairs – primary agenda - recruitment	Who: Paulette & Denise	When: asap
What:	Who:	When:

Item: Next steps Summary

Discussion Notes: Vice Chairs will meet with staff assigned; determine volunteers for Division chair jobs and recruit; schedule small team meeting to assign accounts and begin calls.

Next Steps/Action Items:

What: Vice Chairs get their teams set	Who: Vice Chair	When: May 22
What: Vice Chairs review accounts and develop strategies for top accounts and identify new opportunities	Who: Vice Chair	When: May 22

Item:

Discussion Notes:

Next Steps/Action Items:

What:	Who:	When:
What:	Who:	When:

❖ Who needs to get this summary? attendees _____

❖ File where: campaign 2008 cabinet meeting may 1