



MARKETING MEETING

March 8, 2021

Michele, Kelsey, Lindsey, Cari

Newsletter

Cari - add Mod pizza fundraiser, add Carhartt tshirt, Tiny home project (donate now button), remove volunteer section (just do Arbor Day)

Michele - to add Tiny Home project bullet points to newsletter tracker (**Cari** - they're in " website updates" in ROS main tracker)

Arbor Day - April 30, 2021 1-6pm - potentially one of the main faces on shift with a volunteer (Michele, Dylan, Kelsey, Kyle, or Cari)- 2 at all times

***Cari** - Separate newsletter to volunteers for Arbor Day

PR

Tanya to craft a PR (Michele sent over all info)

Arbor Day

Lindsey - reach out to board of what shifts everyone can work, use Michele's general message points to give volunteers to use while at booth

Michele - get Cari message points for newsletter, work on shovel donations (Fresno Ag)

Kelsey to call Lowes for shovel donations - Dale (Manager) - Creek Fire survivors are going to be getting 3-500 trees donated from PG&E. We would like to donate shovels at the Arbor Day event. List Lowe's as a sponsor and have a free booth space. We can list them as a sponsor if they'd like to help. We post sponsors on our website, social media and they may have a banner at the event.

Online Auction

Michele - send info to Kelsey & Lindsey, get link for one of his other auctions for us to watch

Cari - send Kelsey auction video & log in info for ROS (check to make sure her email is correct) larson_kelseyann@outlook.com

Lindsey on marketing team

Cari - send Lindsey everyone's emails and make sure she has access to google drive linzcharg@gmail.com

Michele - send general message points for volunteers, add Lindsey to marketing text group 559-304-3919

