



July 10, 2018

Fund Development & Marketing Update July 2018 Board Meeting

Annual Campaign Cabinet Board Report

Anne and Diane have identified the Board member that they would like to ask to run the Annual Campaign. We hope to make this ask in the next few days.

Sole Sisters Luncheon 2019

- Kirsten Riemer has agreed to join on as the Co-Chair for the 2019 Luncheon! Hooray! Kirsten was one of the chairs of the very successful shoe drive campaign.
- We are currently compiling a list of keynote speaker ideas for 2019 and will continue to reach out with asks. Please send any ideas to Graci as we are always looking for dynamic speaker ideas!

Submitted by Graci Djuranovic

Golf Outing 2019

Nothing new to report since last update. David, Jeremy, Sergio and I have a scheduled visit with Fairview this Wednesday (7/11) to review venue and potentially commit to them for next year's event.

Submitted by Mario Forlini

85th Anniversary Party

The committee met last on June 27th at the Greenwich United Way office.

Christian is working with Brad Walker on the Patron Party Shreve Crump and Lowe with 20% of sales being donated to the GUW. Working on getting dancers and atmosphere talent.

Continue working on getting dancers and atmosphere talent. There is a walk through on July 20th at Greenwich Country Club to discuss the décor for the evening.

The "Cork Game" committee has begun to get pledges for bottles of wine for the game. So far we have 25 bottles committed. They are looking for bottles of \$25+ value.

The Save the Date e-blast that went out on July 3rd.

Last week we posted the co-chair promo video with a link to the Facebook event page. Here is the event page where you can "invite" friends:

<https://www.facebook.com/events/246259052836651/>

A press release will go out the third week of July (Monday, 16 or 23) with a list of all the sponsors and focus on the Patron party.

We have requested Fairfield County Look and Greenwich Magazine (Big Picture) to photograph the gala. Fairfield County Look will be able to help us promote the event and they will photograph Christian and Sabrina

We have a great feature going into Greenwich Magazine. Sarah is working with Greenwich Time to get some old photos and hopefully a historic newspaper with press clips from the 30's, 40's 50's. More news on that soon.

The next meeting will be at the Greenwich United Way office on July 18th.

Submitted by Christian Perry

Marketing & PR

We are working on:

- September Film Screening in Partnership with Greenwich Film for ECAGS
- Greenwich Mag Feature on G UW 85th
- Reading Champions 30min Interview for Reading Champions on WGCH Viewpoint
- Greenwich Time Reading Champions Article on 10th Anniversary and Video
- Greenwich Time Historical Newspaper for Gala

I'm also working with Greenwich Sentinel to get a sponsorship for a full-page color ad for the Gala.

Also...

- Jeremy and I are working on developing e-blasts with Reading Champions testimonials
- I'll be working with David to develop Extension Grant news
- David and I are also working on a piece for local news to collect photos/info from the community on the history of G UW
- We are also submitting into to the new Coming of Age magazine from Coxe & Graziano about programs for Older Adults that receive grants from G UW and I'd like to work Direct Impact HSTS in.

Submitted by Sarah Bamford