Agenda

ANN Marketing & Membership Committee

June 10, 2014

TO: ANN Marketing & Membership Committee (All Board Members)
FROM: Phil Johncock
RE: Marketing & Membership Committee Meeting

Keep in mind that ALL ANN Board members are members of this committee.

Our chair is Cheri Hill!

Our next ANN Marketing & Membership Committee meeting will be Tuesday, June 10 at 3-4 pm Pacific Time. The conference call-in # is 1-712-432-3066. When prompted, please enter the following Code: 159757#.

AGENDA

I. Call to order

II. Review committee description approved by board

III. MARKETING

1) Money-makers ... what's working, what's not (attached 2013 Revenue Streams)
2) How ANN can work better with media (attached Media Contacts 2013)
3) Review 2014-2015 1-page strategic plan (attached)
4) Google Ad Grant - How it works, how we can benefit
5) Survey from May 8-9 conference (see attached image)
6) Events: regional conference (Oct 2-3, 2014 and March 12-13, 2105), webinars
7) Other?

IV. MEMBERSHIP

1) Survey (before annual meeting in Nov or Dec 2014)
2) Liaison roles: meeting with new sponsors/nonprofits, meeting with individuals interested in new partnerships (set up web page similar to Montana's), income-generating opportunities
3) Levels:
    Sponsors
    \*\*Future of ANN-Non-Profit Purchasing Group & ideas for replacing it (see email)
    Nonprofits
    \*\*Sign up, renewal, retention and cancellation

    \*\*New Benefit Opportunity - Fundraising Fundamentals with webinar on June 19 at 12:30 pm (see attached)

4) Other

V. Schedule Next Meeting: July