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](tel: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