



WACOSA Marketing Committee

Meeting Minutes

Date: 11/08/2023

In Attendance: Laura Krueger, Jeron Rennie, Matt DesJardins, Nancy Betts, Ann Kennedy

1. Review KPIs

- a. DocuShred
 - i. 113 quotes
 - ii. 46 New Shred Agreements
- b. In-House Work
 - i. 153 quotes
 - ii. 29 new quotes
 - iii. 16 new jobs
 - iv. 1 new customer

2. Online Photo Sharing

- a. Marketing and program collaborated on a way for staff and clients to share their stories and photos through designated iPads and computers
- b. Monthly there will be a drawing for a staff person, who submitted photos, to win a small prize
- c. Monthly there will be a drawing for a client to receive a certificate of appreciation for submitting a photo

3. Give to the Max Day 2023

- a. All posts and emails for WACOSA social media is done
 - i. LinkedIn has not been completed but will be.
- b. Working on creating a more targeted campaign for ThriftWorks! social media and email.
- c. Discussed the difference between when there is matching funds or no matching funds.
 - i. \$3500 no match – 13,000 with match
- d. Board members and committee members can help by sharing social media on their own accounts.

4. Annual Appeal

- a. Annual appeal letters are being prepared by Development to go out
- b. For the first time we will be creating social media campaign to go with the letters.
- c. Board members and committee members can help by sharing social media on their own accounts.
- d. Facebook changed how to add donation button to posts, Ann is working on learning new method or will reach out to committee if she can't figure it out.
- e. Discussed online giving through Facebook and inability to capture data. Laura Krueger suggested we change our automated thank you to request donor information.

5. Website migration

- a. There have been a few delays in total website migration. Ann is working on resolution or changing vendors.

6. Ann Digital Marketing Certification update

- a. Ann shared that she is learning a lot about new things, such as Google Ads, SEO, Analytics and more.
- b. Test out is in December, 2024
- c. Discussed AI and how it can be a useful assistant

7. 2024 Main Event

- a. Main event will be held at the Moose Lodge on September 14th, 2024
- b. No additional details available at this time

8. Hiring clients campaign

- a. Ann is working with Program Managers who work in the job coaching area of WACOSA to develop a campaign for directly hiring WACOSA clients
- b. Ann will reach out to Marketing Committee as needed for help

9. HR Campaign

- a. Discussed meeting with HR Committee to collaborate with 2024 employee recruitment
- b. Reminded committee that budgets for 2024 are happening now
- c. Laura Krueger took lead on working on establishing a meeting time between the two committees.