

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
September 21, 2020 5:30 PM

PRESENT: Shantay Hall; Jim Yoxtheimer, President & CEO (ex-officio); and Karla Sexton, Business Development/Compliance Officer

PRESENT VIA ZOOM: Kim Wetherhold

Excused: Rick Wyatt

I PR & Marketing

a. Advertising Initiatives: The design for an upcoming ad was shared with the committee. Management felt it best to focus on regular medical and dental check-ups in attempt to bring patients back into the office from the recent cutbacks due to COVID-19. Karla reminded the committee that she is always open for suggestions if they feel there is something which should be focused on in advertising. In October, the ad will most likely focus on breast cancer awareness and the importance of mammograms. The committee asked if the Center has ever focused on flu shots. Jim responded that the Center is working on sending the testing van out to community locations to administer the flu vaccines. He indicated he would give updates to the Board as they are available.

b. Website Update: Karla shared a sample of what the new website will look like. This web site will be simplified and will also be mobile friendly. Target for completion is 6 weeks. Of note, the change in the appearance of the website is currently covered under the contracted price with Point and Click Media.

c. October Billboard Campaign: Draft designs were shared with the committee for a billboard campaign for October. We are partnered with several local organizations to let the community know “You are Not Alone”. Most partners prefer the design with the wording in the center and the white background with partner logos. The committee agreed with this decision, also indicating they liked all the designs. Karla reported the Center received 4,000 face masks to hand out to patients and the community with the logos for NAMI and RVH&DC with the same message “You are Not Alone”. The committee is very happy with the message being sent out to the community.

II Fundraising

a. Annual Appeal: Karla reported that with the donor list the Center currently has along with the list from the Chamber, 1,000 letters are planned to be sent out for the appeal. Karla has reached out to Bayard to receive a quote on how much it would cost for them to run the letter, enclose a return envelope, and postage for approximately 1,000 names. They would like to see the letter first before providing a quote. It is estimated they would be able to do this for approximately \$500-\$600 and they would be able to handle this project easier than internally here at RVH&DC.

The committee had an opportunity to review the letter and suggest changes and/or edits. The committee felt the letter should grab attention from the beginning. It was felt that a pledge card to fill out and return would appeal to potential donors as well as placing a link in the letter for potential donors to donate on-line.

Next Meeting: October 19, 2020 5:30 PM Community Room