

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
January 17, 2022 5:30 PM

PRESENT VIA ZOOM: Shantay Hall; Rev. Velinda Smith; Karla Sexton, Compliance Officer; and Jim Yoxthemer, President & CEO (ex-officio)

Excused: Rick Wyatt

I PR & Marketing

a. Advertising Initiatives: Karla reported that the Center has partnered with WBRE/WYOU for an advertising initiative. They are working with the Center each month to help with campaigns and awareness. The committee was provided two current commercials before the meeting to view. The committee seemed pleased with the message and how it “jumps” right to the point. Karla indicated January’s campaign was for Cervical Cancer awareness and February will be for National Children’s Dental Health. They are looking to come to the Center in March for an overall ad for RVHDC to discuss everything the Center has to offer. Efforts will promote the Jersey Shore dental office as soon as a full-time dentist has been procured for that site.

The Center continues to advertise with the Webb Weekly twice per month. There are flyers inserted in each patient bill that is sent out. The ad will change monthly with the educational topic/service featured.

Karla reported she had a meeting with Chiropractic Services Group to discuss marketing options to help increase the chiropractic visits in the Center. They also discussed Dr. Piotrowski performing some outreach to help raise awareness of the chiropractic services that the Center offers and to educate the public on the uses of chiropractic care.

b. COVID Outreach: Karla reported the Center will be holding an outreach event on January 29 where Gary Crisman will be onsite to promote the COVID vaccine and boosters to let the public know it is not too late to receive the vaccine. Let’s End Covid! will be giving out free mugs in conjunction with free at-home COVID tests provided by the Center. A limited supply of the tests has been given to the Center to distribute.

c. Social Media Calendar: The social media calendar runs the same items for awareness as many of the advertising initiatives. Karla reported that there has been an uptake on the Center’s Instagram account as a staff member has been working hard to submit regular posts on social media.

Jim raised a Board member’s interest in the use of Pandora for advertising for the Center. Karla indicated she would look further into the opportunity and report back to the committee.

II Fundraising

a. Annual Appeal: Karla reported the results from the Annual Appeal that was sent out at the end of 2021. Seven unique donors contributed a total of \$1,300.

b. Raise the Region: Karla reported that Raise the Region, the on-line fundraising event, will be March 9 and 10 this year. The Center has consistently received \$5,000 -\$6,000 with donations and matching funds from Blaise Alexander. Karla indicated typically 30-50 people use the platform for donations. The Committee reminded Karla to provide the

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information to all board members so they can share in the effort since the next meeting of the Committee will be after the event.

c. Capital Campaign: Karla reported that the Center continues to plan for a Capital Campaign for early this year to support the purchase of the plaza. Jim indicated that a solid purchase price for the plaza has not been agreed to yet. Management has been working on a list of action items which need to be completed. Ideally, once we commit to the purchase price then we can move forward to plan the Capital Campaign. Management will need to work on a list of services which would potentially be added to help entice supporters to donate.

d. Other ideas: Karla encouraged the committee to be thinking of other opportunities for fundraising. After discussion, the committee felt that, due to COVID and restrictions, this year may not be the time to commit to another Eat Around the World fundraising event. Other options were discussed to include a Road Rally. Karla indicated that Rob Crowell, who helps with our marketing efforts has also organized several Road Rallies. She will reach out to him and work on some preliminary information to be presented to the committee at the next meeting.

Next Meeting: March 14, 2022 5:30 PM, Community Room