

**SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.**  
**PR, Marketing, & Fundraising Committee Meeting Minutes**  
**April 19, 2021 5:30 PM**

**PRESENT:** Rick Wyatt; Rev. Velinda Smith; Karla Sexton, Compliance Officer/Business Development; and Jim Yoxthimer, President & CEO

Excused: Shantay Hall

**I PR & Marketing**

**a. Website & Social Media Update:** Karla reviewed the information provided from NextAd Agency which showed a variety of information relating to the performance of Facebook posts and impressions. This report showed the review of the average daily Facebook user reached as 63% women. This report shows women between the ages of 35-44 have a higher potential to see the content and visit our Facebook page. Karla reviewed the day-by-day Facebook impressions which showed the total number of impressions to be up 30% from the last reporting period at 35,155 impressions. Of the top three posts for this reporting period, two of them were internal posts.

Karla reported the Google reviews increased by 37 reviews for the reporting period with a 4.4/5 rating. Facebook reviews increased by 16 this reporting period and the ratings increased from 4.5 to 4.6/5.

**b. Express Care Launch:** Karla indicated the Express Care services had their soft launch in March. As of May 1, the hours of operation will be Monday – Thursday 8 a.m. to 7 p.m., Friday 8 a.m. to 5 p.m., and Saturday 9 a.m. to 1 p.m. She shared the recent Webb Weekly ad that has been running for the Express Care services. This ad will be tweaked and will continue to run highlighting the new hours. A sign was placed on the outside of the Express Care entrance and the Center is waiting for an electric sign to be placed on top of the building to attract customers driving by. Karla indicated she is pleased with the new logo and how it came together on the advertisement.

**c. PACHC Statewide Initiative Update & Vaccine Campaign:** Karla shared the Webb Weekly ad that was put together with collateral from PACHC. She reported that billboards will be coming to the area soon. The message is to show the public that River Valley Health & Dental is here for more than just your COVID-19 vaccine. It is hoped these billboards will be around for a while as funding was used from this year's budget and additional funds can be allocated from next year's budget.

**d. National Health Center Week:** Karla reported that National Health Center Week is August 8 -14, 2021 and the theme is "Community Health Centers: The Chemistry for Strong Communities". It is not too soon to be thinking of ways to celebrate. Karla would also like to add to the weeks' events, the celebration of 10 years of being an FQHC. It is hoped COVID restrictions will have relaxed by then so the Center can do more of a traditional celebration. She asked the committee to think of ideas on how to celebrate and bring their ideas to the next meeting.

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**II Fundraising**

**a. Raise the Region Final Tally:** Karla reported that the final tally from the 2021 Raise the Region was \$6,181.65. That total includes \$865.92 of stretch and match money from Blaise Alexander. An additional donation of \$3,000 came in after Raise the Region, bringing the total to \$9,181.65. Staff held their annual bake sale which produced \$164 which was able to be matched.

Karla asked the committee to think about a particular project or need that the Center could use the monies raised to support. The thought process would be, to show how the money can and would have been used, thus encouraging the procurement of more donations in the future and create a better synergy around fundraising efforts.

**Next Meeting: May 17, 2021 @ 5:30 PM**