



## Fundraising & Sustainability Committee Meeting Minutes

**Date:** Wednesday, May 20, 2020

**Time:** 12:00 – 1: 00 pm

**WebEx Meeting**

**Attendees:** Lady Jane Acquah, Jodie Eldridge, Kacey Hanson, Emmitt Hayes and Lisa Quinn

- 1. Welcome and Introductions:** Attendees greeted one another.
- 2. Strategize for 2021 Fundraising:** Due to the current COVID-19 situation and monies being diverted elsewhere, fundraising will be a challenge for the 2021 conference. The target amount to be raised will be based on 2020 figures. The conference will be a place where the community can go to help heal from the situation and find solutions for self-medicating, elevated stress levels and also gather information on mental health diagnoses. [The elevator speech will be revised to incorporate information about COVID-19. The possibility of a 2021 virtual conference will be investigated.](#) If the conference goes online, any funds raised will then transfer to the 2022 conference.
- 3. Year-Long Programming:** Members discussed the pre-conference reception and possibly moving forward with another event for 2021. Topic will be brought up at a future Planning Committee meeting for a final decision. [Due to the large amount of time and effort sub-committee members and Integral Care staff put in, a dedicated work force may be implemented if the decision is made to move forward with the pre-conference event. Also, Emmitt Hayes will contact Vicky Coffee and 4ABHN about a role in the pre-event.](#) Strategies for getting smaller donations were discussed such as specifically requesting donations to help others attend and marketing opportunities for non-monetary sponsorships. The 2020 pre-conference event brought in \$5,161. Members discussed ideas such as raising registration to \$25, charging only for CEUs (not registration) if conference were to go virtual and having an outside entity host the pre-conference event. [Additional people are needed to help contact donors and with sponsor outreach.](#)
- 4. Other Business:** The idea of getting interns from Huston Tillotson to help with spreading information and awareness on the conference and helping advocate for participation was discussed. Additional ideas included having workshop presenters become sponsors through their organizations and/or encouraging them to help pay for attendees.