



Fundraising & Sustainability Committee Meeting Minutes

Date: Wednesday, October 21, 2020

Time: 12 -1pm

Via Zoom

Attendees: Lady Jane Acquah, Vicky Coffee, Jodie Eldridge, Emmitt Hayes, Willie Williams, and Fabian Wood.

- 1. Welcome and Introductions:** Members greeted each other.
- 2. Updates on Fundraising:** Emmitt Hayes explained to members some of the challenges facing our fundraising activities – COVID and its impact on donor activity, churches not meeting physically, political climate, anxiety, etc. Notwithstanding these challenges, Epsilon Iota, Madison Marshal, Peaceful Rest, Addiction Transfer Technology Center, 4ABHN and HTU are all showing interest in sponsoring the conference.

Members deliberated on ways in which we can attract more organizations to sponsor the conference. Jodie Eldridge noted that including information about COVID-19 will encourage sponsors such as St. David's that had inquired about that specifically. In terms of approach to fundraising, we are reaching out to people who have given in the past to give again.

Members agreed that we must use this year to cultivate "investors" for the conference and adjust our fundraising approach to make the conference visible to the public, get people to attend the conference and see the benefits of the conference rather than raising money.

- 3. Pre-Conference Event:** Members agreed that we use the reception as an opportunity to 1. attract the demographics that we've not traditionally had: youth, sororities and fraternities 2. emphasize the longevity of the conference. The planning team will identify city officials and influential African Americans to be part of the reception. 3. We will ask some pastors to record messages of support to draw their congregation to the conference. Members suggested among other names G.V. Clark, Rev. Sneed, and Sylvester Chase. Members noted that we must expand our relationships outside the Baptist Church to include other religious groups and denominations. Members also agreed that nominees from the Together We Will Heal Hero Award be used for the Reception's award ceremony instead of instituting a new one. The Reception video can be used to court new sponsors and donors in the coming years.
- 4. Other business:** On making the conference accessible to all demographics, Willie Williams asked that we look into the school districts and the technology they provide to their students. We must promote Kacey's plan of Each One, Bring Some where one can register and pay for others to attend.