



## Community Relations Committee Meeting Minutes

Zoom Meeting  
February 4, 2021

**Attendees:** Pam Fernandes, Jane Hetzel, Darcy Fortune Young, Karen Rossi, Cathy Rossi, Ed Garibian, and Beth Simpson

**Staff:** Will Dávila and Colleen Callan

The Community Relations Committee Meeting began at 8:31 a.m.

Pam Fernandes welcomed all. Pam asked for a motion to approve the December 10, 2020 Community Relations Committee meeting minutes. The motion was made by Cathy Rossi; Jane Hetzel seconded and all approved.

Darcy provided the following overview on virtual events.

**Platform:** Accelevents <https://www.accelevents.com/> this platform is specific to fundraising. Darcy is working with a nonprofit, Wild Care of Cape Cod. They will be hosting an event in February. Darcy is pre-recording zoom interviews to later edit into short videos that will be shown throughout the event, along with speakers, and an auction. They are also sending/having each attendee who registers pick up a “bucket gift” (a cupcake, a necklace, and a small bottle of champagne) provided by sponsors.

**Benefits:** Ease of registration for attendees, ease of viewing auction items & layout of auction items, pricing (less expensive than other virtual event platforms), multiple speakers/presenters’ functionality.

### Example of Event:

The Atlantic White Shark Conservancy hosted an event via Accelevents, and it was excellent. Unfortunately, the auction items have been taken down. Their Executive Director noted that the platform was really easy to use, and great customer service. No glitches. This was their event program: <https://www.atlanticwhiteshark.org/stars-of-shark-week>

### Another Example:

The Center for Coastal Studies hosted an online auction via Accelevents. Darcy and team like it! The auction page is still up. <https://www.accelevents.com/e/SeaChangeHolidayAuction>

More info about Acelevents pricing/attendee info:

***\$1 per participant!*** For an auction, raffle, or fund a need they do charge a \$249 activation fee per event / fundraising type. Our \$249 payment will activate the account prior to the event. Following the event's conclusion, they will charge us the remainder based on number of participants.

***Who is considered a participant?*** A participant is someone who submits a bid for a silent auction or submits tickets for a raffle. Participants can submit an unlimited number of bids, for an unlimited number of items – all still for \$1!

***When do we receive proceeds from the event?*** We will receive payouts every 48 hours. This is one day so we should get most of the ticket sale money, then auction money within the first 48 hours - any lingering auction items, if we choose to leave it open, will be paid every 48 hours after that.

***What about credit card processing fees?***

They use Stripe for credit card processing. Stripe charges 2.9% plus 30 cents a transaction. They offer 2 options - we pay this fee, or to have winning bidders pay processing fee at checkout.

***Does the ticketing percentage fee include credit card processing fees?***

No, the 2.9% plus 30 cents per transaction fee mentioned above is charged by the credit card processing partner. That said we have the option to have ticket buyers pay these fees.

For 2021, the Committee discussed having a virtual legislative event, a virtual event in April or May, the golf tournament in August and a live or virtual event in the fall, likely the Art Show & Auction.

For the virtual legislative event, Will noted that it would be invitation only with about 10 legislative representatives attending. The event would include Will providing an introduction, a general video about the organization, a couple of CSH executives to speak, and Q&A session. An event recording will hopefully be accessible for those unable to attend and to use pieces for future marketing efforts. The general topic would be "What issues is CSH facing?". An example is background checks taking too long and CSH losing potential employees.

To promote the golf tournament, Will suggested having a golf lesson promotion on the Save the Date card, which potential attendees could receive discounted lessons prior to the tournament. Overall, the promotion would benefit everyone, the golf course would receive more players visiting the course, non-players would learn to play golf in time for the tournament, and CSH would receive promotion around the tournament.

Before the March Committee Meeting, Colleen will research additional virtual event platforms. It is requested that Committee Members come up with a virtual event concept that can be held in the Spring. We will discuss and decide on the Spring virtual event at the March Committee meeting. Please note that virtual events take 3-4 months to plan.

Colleen Callan provided the following CSH marketing updates.

- 👥 Secret Santa – In 2021, we hope to make an event around Secret Santa, decorate 44 Sherman as Santa’s workshop, and possibly a photo booth Friday, which Santa will take photos with kids and families that drop off donations and gifts.
  - Total of 355 wish lists filled in 2020; \$26,625 total received for the program from donors; plus, an additional \$1,500 from a private donor, who donated hats and gloves for each child, food, school supplies, residential supplies, furniture, etc.
  - Late Secret Santa donations were placed in the Family Flex Fund, totaling \$3,175.
- 👥 BOD Annual Giving –
  - 100% BOD participation for 2020
  - 2020 Giving = \$35,159.82
  - 2019 Giving = \$35,151.48
- 👥 2020 Annual Giving Card –
  - Total of \$9,825.42 from the BOD and community donations.
- 👥 Fundraising –
  - 2020 Total: \$106,320.24
  - 2019 Total: \$95,618.23

The next Zoom meeting will be on March 11<sup>th</sup> from 8:30-9:30 a.m.

The meeting was adjourned at 9:30 a.m.

