



Annual Appeal Committee Minutes

Meeting, August 5, 2014

One Commerce Plaza, Albany

Meeting was called to order at 6:20 pm. Erin Smith, Nicole Green and Tara Cristalli were present. There was no existing agenda. The meeting began by researching examples of other Junior League annual appeals on their websites. The committee agreed on elements of each League's websites that would be a good addition to Junior League of Albany's 2014 annual appeal. The committee then discussed what information each member felt was important to be included in the appeal. Collectively, the committee wants to include information on the impact of JLA's projects, photos of members helping in the community and benefits of being a donor to JLA. Following the discussion of what should be included, the committee created a mock layout of the appeal and determined in what format it should be designed. It was agreed upon by the committee members that the annual appeal should be a three-fold pamphlet style. Because there will be three main areas in the layout, a specific topic was assigned to each area. The first area will be about who we (JLA) are, the second area will be about what JLA does and what it plans to do and the third area will tell potential donors why they should donate. Each committee member was assigned an area to design. The areas were designated as follows:

Nicole Green – "Who We Are"

Tara Cristalli – "What We Do/What We Plan to Do"

Erin Smith – "Why Donate?"

The committee also discussed the target groups that the annual appeal should be sent to. Nicole Green is soliciting League member contacts, Tara Cristalli would like to send the appeal to local women organizations and Erin Smith will look to obtain names and addresses of local business owners.

The meeting was adjourned at 7:30 pm.

