



Annual Appeal Committee Minutes

Meeting, October 7, 2014

One Commerce Plaza, Albany

Meeting was called to order at 5:55pm. Erin Smith and Nicole Green were physically present and Tara Cristalli was conferenced in. There were no changes to the agenda except the committee was unable to get to item II.d due to time restraints. The meeting began by reviewing pamphlet in its current state and discussing photos that would be used in the design. The committee agreed that it would be a good idea to use the most current photos of League events and members as to not use photos of members who might be no longer active. The committee then discussed formatting per a suggestion from Caitlin M. that publishing software such as Indesign be used to create the pamphlet. It was also suggested that a response card be included with the pamphlet where the donor could write the donation amount as well as attach payment. The response cards are to include the name/company name of the donor as well as address and email address. The inclusion of a response card prompted a discussion of postage and whether the JLA had the use of nonprofit postage rates. Tara reviewed the annual appeal posted online by the Greenwich chapter and thought the addition of a letter might be a good idea so the pamphlet could be used for another purpose after the annual appeal was completed. The committee members felt the letter should give a brief introduction to the JLA and its accomplishments as well as the appeal for the donation. The pamphlet would then be used to list current and past League projects, photos and other information about the JLA. The committee then returned to the initial review of the pamphlet, reading each and made changes. The list of current and past League projects was expanded. The revised pamphlet was emailed to Caitlin M. for review. The meeting ended by assigning the following tasks:

Erin: Create response card

Tara: Submit photos

Nicole: Discuss changes to pamphlet and formatting with Caitlin M.

The meeting adjourned at 7:30pm

