

Student Philanthropy Council

Board Meeting

November 13, 2015

Town Point Conference Room, 2:00 pm



Attendance / General

- Present: Sydney Faye, Anna, Suzie, Destiny, Josh, Leeanna (via Facetime)
- Absent: Allen

TAG Day

- All goals for this year's event were met!
- For next year:
 - Better advertising (more social media presence, campus visibility, earlier outreach, etc.)
 - Eliminate any bad/underperforming areas; maybe replace/add other areas where population would be different
 - More people at KSU Student Center not needed, but try to change to outside the new entrance near the restaurants for added visibility
 - Social Sciences building needs far more hands-on-deck

Rock the Mic

- Raised \$346, had less than 20 people in attendance; talked about why everyone gives; got a couple new members
- 2015 Review: Planning was fine, but the hosts this year didn't advertise at all (caused other issues)
- For future event:
 - Need longer planning and increased promotions (on our behalf AND on that of any promoter)
 - Do not work with troublesome partners (companies or other organizations)
 - Find better way to check-in and record entrants
 - Plan in the Spring for Fall event (if desired), perhaps work with KAB and keep it student-led

Social Media

- Current Facebook page to be changed from a User Account to a Community/Organization Page
 - All exec board and Anna to be given admin privileges each year
 - Eliminates confusion stemming from having an individual entity as host (no accidental UA friending)
 - Makes easier transitions, accessibility
- "Why I Give" posts to start going up on new page week of Nov. 16th
 - Sydney to repost hers first. Allen following week. Josh next. Need people for remainder of semester.
- Newsletter will be made available on social media sites, when finalized (see below)

Future Events

- General Membership Event
 - To be held during Early/Mid Spring
 - Invite all donating members, provide food, have President give thanks, announce standing and goals, encourage extended member participation, pass-out cords
- Donation Presentation
 - To be held during Late Spring
 - Will "present" the money raised during the year to the targeted organization (CARE Center)

- Allows for increased visibility, networking, general member participation
- Future Fundraising Selections
 - Exec board will select five organizations/causes to raise money for the upcoming year
 - Each chosen org will be given opportunity to pitch to us why they could use our help
 - We will advertise all five to general members, allow them to vote, leading one is chosen next year
 - Selection process to begin Early Spring, voting to finalize Late Spring, announced Summer
- Presentations: All exec members need to have elevator speeches ready. Will try to present at housing events?

Student Outreach / Membership

- Reviewed membership numbers and goals
- Will place an ad alongside current commencement one, future communications as well (with brick ads)
- Donation to be set at flat \$20 – this will include cords automatically
- General tabling needs to happen more
- Scavenger Hunt – following other models, a way to involve general members, increase visibility
- Committees – need to start considering exec structure, committee use since SPC is growing
- Destiny to finalize newsletter to be released in a week or so

For Next Meeting

- Everyone: Send Suzie and Anna “Why I Give” posts for social media
- Destiny, Leeanna, Suzie: Choose a week to schedule “Why I Give” post
- Everyone: Recruit new members to SPC and spread the word!
- Everyone: Consider ways to incorporate alumni into SPC events, goals, etc.
- Sydney Faye, Leeanna, Destiny, Allen: Add emergency contact info to spreadsheet
- No meeting next week (Nov 20), Anna will be out of the office Nov 18 – Nov 20