

Meeting Summary

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| Topic: 2008 Campaign Vice Chairs at HSBC 24 th Floor | Date: July 9, 2008 |
| Attendees: Paulette Crooke, Linda Graves, Vince Mancuso, Gayle Barton, Tim Doolittle, April Lucey, Tim Lafferty, Rema Hanash, Karen Christie, Arlene Kaukus | |

Item: Updates by Each Vice Chair

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| Discussion Notes: Each Vice Chair provided an update on their progress recruiting volunteers, each team (except Ctrs Of Influence) has held an introductory meeting with those that have been recruited. Each Chair indicated that they were on track to have their recruitment complete by the July 23 Cabinet meeting. Vince discussed the use of special event fundraising as a best practice and Paulette offered to make Fran Gormley of HSBC available to speak to other teams. | | |
| Next Steps/Action Items: | | |
| What: Finish recruitment of the team volunteers | Who: Vice Chairs | When: July 23 |
| What: Identify areas of opportunity and concern to develop action plans. | Who: Vice Chairs | When: August 9th |

Item: Goal Setting and Communication Process

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| Discussion Notes: The team discussed the pros and cons of a public goal and hard end date to the campaign. After a thoughtful discussion, it was recommended that the goal be public and set at \$14,800,052 with a hard end date of December 19 th be used. The rationale was that a goal slightly above last year would motivate action and a hard end date would spur momentum. Using \$52.00 at the end of the number was to create a question/response moment – Why is it \$14,800,052 – because we need you – give \$1.00 per week = \$52.00 which ties into the Challenge promotion. | | |
| Next Steps/Action Items: | | |
| What: Each team must work out the goal for their sections and present it to Paulette – ideally the goals set will exceed the \$14,800,052 | Who: Vice Chairs | When: August 9th |
| What: Marketing team at UW create a communication strategy around the goal/end date; create a key information sheet for use by Volunteers on account calls and at companies | Who: Bob Morgan | When: July 23 |
| What: Set Buffalo News Editorial Board meeting | Who: Bob Morgan | When: prior to DOC |
| What: Convene the local Media General Managers to pitch them to support this year's message strategy | Who: Bob Morgan | When: After July 15 UW Board approved strategy |

Item: Agenda for Full Cabinet meeting July 23

Discussion Notes: The key objectives for the meeting will include: motivational remarks from Paulette, networking, understanding the work of the UW in the Close the Gap program, unveiling the Live United theme and Campaign message strategy, The Challenge promotion, sharing best practice highlights from each team and training on key facts and issues to be aware of when completing account calls.

Next Steps/Action Items:

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| What: Finalize agenda and communicate roles to presenters | Who: Linda and Gayle | When: July 16 |
| What: Prepare a brief report on each team's best practices | Who: Vice Chairs | When: July 22 |
| What: Prepare the key facts and issues sheet | Who: Bob Morgan | When: July 17 |
| What: Coordinate meeting logistics | Who: Linda and Gayle | When: July 18 |

❖ Who needs to get this summary? _____

❖ File where: _____