

4/4/12

Fundraising committee meeting minutes

In attendance: Rachael, Susan, Demet, Hadley, Jenn

### Meeting objectives

- 5k organization
- Identify and assign individual tasks
- Discuss/brainstorm other ideas

### Decisions reached

1. Date for 5k Run October 27<sup>th</sup>, 2012 “Pumpkin run”
2. We will try to meet every other week same time same place (Next meeting will be April 18<sup>th</sup>, 4:30 pm at Café Carolina.)
3. See to-do’s below

### To Do’s:

1. Demet
  - a. Will design route, post in dropbox for all to approve (target complete 4/18)
  - b. Will contact UNC Public Safety for permits info on permits
  - c. Will draft up a sponsorship letter
    - i. All can have input on webspace/t-shirt space/(possibilities of putting partners on VV website and in our Newsletter? –will have to check with Jeanne on this)
2. Susan
  - a. Website
  - b. look up trisports.com if they do registration type stuff/numbers/etc
3. Hadley
  - a. Contacting local toy stores about partnerships
  - b. Waterbottles
  - c. Contact person/people who did Get Heeled run for logistical advice?
4. Jenn
  - a. T-shirts
    - i. To ask Jeanne, use up existing shirts and screenprint/iron on over them?
    - ii. or make new shirts.
    - iii. kids make class shirts?
  - b. Partnership opportunities with local businesses around meadowmont
  - c. Contact person at Fleet Feet and ask about logistics
    - i. Waivers, etc. (Might get Joanna to help us with the legal stuff if this is an issue ☺)
5. Rachael
  - a. Look into publicity options
    - i. southern neighbor, DTH, community sports news, cardinal track club
  - b. Set up Victory Village Facebook page for general news/fundraising/things.
    - i. Will double check with Jeanne to make sure this is ok.

**Materials beyond this point: rough minutes of the meeting.**

## 5k Run

- I. Date/time
  - a. October 27<sup>th</sup>, 2012
    - i. avoided football games, other runs going on, fall break
  - b. 9AM
    - i. We're all up by then.
- II. Course
  - a. Start around VV, Friday center, run under tunnel, around meadowmont
    - i. Want to stick with meadowmont for partnership purposes
    - ii. think about hills
    - iii. We should probably do a test run/walk/drive/bike of our proposed route
    - iv. want to avoid road closures, and law enforcement if possible
- III. Media relations
  - a. Website for our race
  - b. flyers, locally, meadowmont, unc, etc
  - c. print/web postings (Rachael)
  - d. Facebook
    - i. see to dos
- IV. Volunteers
  - a. \*\*will coordinate this closer to the date
  - b. still need to decide childcare, etc
  - c. Possibilities of partnering with a sorority/unc group/service project?
    - i. the psychology classes that already volunteer in the older kids classrooms  
(I just thought of that one, sorry—didn't discuss this)
  - d. Water stations
  - e. Pass out course maps so
- V. Registration
  - a. Trisports.com
  - b. 20 dollars pre, 25 day of (and no guarantee of a t-shirt)
  - c. Kids free.
- VI. Sponsors
  - a. Try to do meadowmont businesses
  - b. We will have an official sponsorship letter to go out.

## OTHER FUNDRAISING STUFF

### “Date Night”

- Using VV facilities, pay cash to either staff volunteer or outsource babysitter to watch a handful of kids at a time
- organize by classroom/age
- Parent volunteers??
- All proceeds to the center