

SHARE Committee December 2016 Report

SHARE Committee Members Present: Bonnie Dean, Chair, Donna Bottorff, Vice Chair, William Adamchik, Kimberly Kerns, Libby Marquardt (via conference call)

Absent: Sabrina Haug, Jacqui Fryer, Kimberly Rogers

The SHARE Committee met on Wednesday, December 7th at 3:30 p.m. on the HSC campus. The agenda included a review of the former meeting action items and plans for fundraising events and marketing materials. Minor revisions to the Application and Guidelines are in place to begin the approval process.

Bonnie reported on the progress with inclusion of SHARE in on-line giving with the UofL Cares Campaign and Cards All In initiative. Our contact in Advancement is Will Holley. SHARE is included currently on the Cards All In campaign which is strongly marketed during spring. SHARE will be added to next fall's UofL Cares campaign.

The committee discussed various fundraising event plans and agreed that the first event should be scheduled in March 2017. The committee will pursue a signature event and report back to the EC and Senate on our plans/venues/dates, etc.

The committee reviewed samples of marketing materials to use as guidelines to develop our own postcard style piece to help market SHARE and ramp up contributions via payroll deduction. The committee will pursue creating an article to be published in UofL News by Alicia Kelso and gather testimonials from SHARE recipients to include in the article. Gretchen will be asked to see if we can get 2 or 3 testimonials for an article to be published early in 2017.

A committee member expressed concern about the heavy commitment to fundraising. She was unaware when she volunteered to sit on the SHARE committee that there would be fundraising involved. I explained that any event planning effort will not just include the current 7 members of our committee, but we will solicit volunteers from the UofL community. She recommended we revise the duties description for the SHARE Committee.

The meeting concluded a little bit early to accommodate a couple of senators' schedules. Our next meeting will take place on Wednesday January 4th at 3:30 p.m. on Belknap (location tbd).