

## **Linkage Committee Meeting 7/11/2016**

In attendance: Laura Lee, Dawn Leverett, Jeff Michaelson, Terry Williams and Sandy Adams

### Crowd Sourcing Fundraiser

Laura presented a plan for crowd sourcing fundraising campaign to take place in August.

Campaign Name: #tellthestory

The Notion of the campaign:

- Create a sense of “competition” for support for each show individually. A donor can choose a show to “support” with their donation.

Goal for the campaign:

- \$30,000 (break down to \$5000/per show)

Aaron Shanks, a local actor, is interested in helping provide some volunteer time with the campaign. The amount of his commitment is still to be determined. After gathering some basic information on various platforms to run the campaign we need to find/use one that will interact with Paton Manager in order to reduce/alleviate double work in tracking donors.

Linkage committee members and board members will need to help promote raising funds.

### Season Launch Party

Party targeted to be September 10<sup>th</sup>. Donors that participated in the crowd sourcing campaign at a designated level will be invited. Hoping for up to 200 in attendance.

Party to kick off and celebrate the launch of the 16-17 season. Mat will give a short presentation and we will have food, drink and a DJ for dancing.

Need to find a venue and food/bev donors/sponsors.

Discussed venue ideas and Sandy will contact the VFW who has expressed interest in partnering with AW. They rent space to non-profits for little or no cost. They want to showcase the venue.

Discussed the idea of securing a caterer as a season sponsor/partner to provide food for multiple events in exchange for sponsorship. Metropolitan Market and Thriftway came up as possibilities.

Sandy will check with Thriftway

Jeff will check with Met Market.

Discussed the need to update the sponsorship materials to give to sponsors when approaching them. Current materials for sponsorship opportunities was created in Adobe Illustrator and we don't currently have someone who is well versed in the program. Laura has an intern prospect for August to have this work completed.