

## Mars Planet Foundation Board Meeting Minutes

July 28th, 2020

Board Members	Present	Ambassadors	Present
Kevin Hagen		Tricia Holland	X
Wyatt Lee	X	Becky Brown	
Andrea Bowser		Dayle Ferguson	X
Cara Schultz		Robin Parsons	X
Christine Valenta	X	John Neurohr	
Vickie Zaccari	X		
Megan Lenz	X		
Carol Knox			
Rochelle Seideneck	X		
Dr. Elizabeth McMahon			

**Meeting called to order at 6:40pm**

### Teacher Grants:

None

### Treasurer Report - Andrea Bowser:

No report. Wyatt reported that some checks for the golf outing have come in (see Andrea's email).

### Wyatt Lee: Golf Outing

**Golf Outing:** The decision was made to cancel the Golf Outing for 2020 due to COVID-19. Wyatt will call those who have signed up to sponsor or who signed up for a foursome to see if they are willing to allow the foundation to keep their checks as a donation to the foundation.

Megan contacted Agway who agreed to allow the foundation to keep their donation. Agway requested a facebook post they can share to show their support for the Foundation. Wyatt stated their logo was on the website and that a facebook post would be made.

Dayle contacted Thomas and Williams as well as Ditka who both agreed to allow the foundation to keep their donations.

Vickie will contact Steve Boggs and Armstrong.

Wyatt will contact the rest (Mars Bank, Fagen, Bill Harmer, Jennifer Gilland-Vanasdale, GA, Mike, etc.).

Megan suggested those who planned to donate a raffle basket simply make a donation to the foundation in the amount they would have spent.

Wyatt mentioned that the Foundation will still have to pay for the golf balls ordered from the Athletic Director, but that they can be saved for next year's golf outing.

There was a conversation as to if the Foundation wished to continue to the golf outing and it was generally agreed on that the golf outing would occur next year.

Rochelle requested that invoices be sent to those who had not paid for the golf outing yet so that people would have proof of a donation. Wyatt stated Andrea could do this.

Wyatt reported that the golf outing normally nets \$15,000 and that we have \$6,700 pledged for 2020, but that not all the checks have come in.

Wyatt said he will call people, or can notify them in writing if need be.

Wyatt will also make a facebook post that can be shared that announces the cancelation of the outing, and request that donations be made directly to the foundation to ensure teacher grants and scholarships are able to happen in 2020. The facebook post will have a link to donate.

Christine brought up that in April 2021 we need to have the paperwork ready to head out and market the outing for August 2021.

Vickie brought up trying to find more people to be involved (current parents of students, etc.)

#### **Scholarships – Megan Lenz**

No report.

#### **EITC - Kevin Hagen**

No report.

#### **Fundraising**

There was discussion that we should email everyone who is taking advantage of the Dolly Parton program to encourage them to donate. Tricia is going to write a letter and email it to the board for approval for this.

There was discussion about reaching out to teachers who have received grants and asking them to write a testimony or do a short video thanking the Foundation. This content could then be shared via social media and emailed to encourage more organic donations. Megan will work to get a list of teachers who have received grants over the last year and email them to see if they are willing to help.

There was discussion about getting teachers more involved with the foundation. There was discussion regarding reaching out to the union and encouraging teachers to donate \$1 each pay to the foundation. Wyatt will email Dr. Gross about meeting with union representatives.

Rochelle brought up the importance of creating and building an email data base to keep people involved with fundraisers and asking for donations. There was conversation regarding the need for content to be sent out (blog posts, videos, newsletters, etc) that shows what the foundation does. The idea would be to make a post on social media and send an email when a grant is given etc. The hope is to discuss this more at the next meeting.

There was discussion about getting a student from BC3 or MAHS to do marketing/social media for the foundation as well as email out content. This will be discussed further at the next meeting.

Vickie presented an idea she had for fundraising. She had spoken with Joe at Bethel Park Mini-golf on 228. He had offered to allow people to come golf during a period of time on a day for the Foundation, and then donate a percentage of that back to the Foundation. He also offered to open the store to allow for gift basket raffles. A lot of discussion occurred offering several ideas regarding this. It was decided that Vickie would call Joe and see if we could just pick a day (Possibly 8/14 in place of the golf outing) to do this and see how it goes. It would simply be a time frame for people to go golf and have a portion donated to the foundation (no raffle baskets). Hopefully some foundation members could go and have a table to attempt to get email addresses from participants. If it goes well something more in depth could be done in the future (each school building having a time, etc). Vickie will email the board after she speaks with Joe. This could be mentioned at the school board meeting and marketed via social media, ecommunicator, etc.

Discussion was had regarding a virtual fitness fundraiser. Wyatt presented an online tracking option that allows for anyone of any age to participate. Participants can gain sponsors that allow for donation to the Foundation, or challenge themselves and others. It can be set up that people register for free and then donate based on goals, or that people pay to register. The cost is:

\$1250 for 100 participants

\$2500 for 500 participants

\$5000 for 1000 participants

There are also options that can be added that cost more money such as integration with wearables, a map, a chat box, etc. There is also a 4% credit card fee and as you move up the scale the fees are lowered. It can be done as a one day event (example virtual 5k) or over a period of time. The company does all the tech work online. It was decided to table this idea due to over head of cost, but it morphed into a one day event idea (see below). It was decided that if the one day event went well that this would be a good thing to come back to.

Rochelle brought up doing a Pet Walk event. Participants would pay \$25? To register and all money would go to the foundation. We would pick a date (possibly Oct 3<sup>rd</sup> as this is part of national walk your dog week and was supposed to be Applefest that was canceled). Participants could post pictures of them with their dog on the foundaiton's facebook page and use hashtags for social medical. Rochelle will try to get dog treats and there was discussion on getting t-shirts made. There could also be prizes

for whoever's pictures gets the most "likes". Local veterinarians could help advertise or even sponsor the event, or even the humane society or local pet rescues. Several ideas were suggested including "walk your dog to Mars". The foundation will discuss this at the next meeting to work on marketing (school board meeting, ecommunicator, social media, flyers, t-shirts, sponsors, vendors, etc).

Rochelle also mentioned a virtual rubber duck race.

The goal for the next meeting is to finalize the plan for the dog walking fundraiser and encourage members to come back with more fundraising ideas and content options.

The meeting was adjourned at 8:33 pm

The next meeting will be Tuesday, August 18<sup>th</sup>, 2020 @ 6:30pm- location to be decided

Submitted by:

Megan Lenz Mars Planet Foundation