

CORE Meeting Minutes February 21, 2008

Attending: Micheline Sommers, Melissa Humbyrd, Kelly Bennett, Shelley Sweier, M.G. McCarter, Carl Einkorn, Janet Trimbath, Terry Mike, David Bates, Nancy Stocking, Ellen Hughes, Laurie Unkart, Lucy Strand, Pam Strzalkowski, Ellen Kieta, Anne Vaara, Jane Hoyle, Jill Hollowell

Call to order: The meeting was called to order by Micheline Sommers at 815 AM.

Announcements. If anybody needs instructions on how to enter info on the new online calendar and Long Range Calendar, contact Ellen Kieta at RHPL.

Introductions were made around the room and people announced their upcoming events. Be sure to also check the flyers on the back table for community events.

Every organization seems to be planning a big event and every representative had something to relate!

Committee Reports:

Membership: Shelley Sweier: Let Shelley know if there are additions or deletions to the people representing your organizations. She wants to clean up the list and take off names of people no longer involved in CORE.

Events: Ellen Kieta: Be sure to use the new on-line calendar update. The old way will no longer work.

Publicity: Kelly Bennett:

Programs: Jill Hollowell: We are looking for programs for this year and next. Contact Jill if you have a particular topic you would like to hear.

Program: Jill Hollowell gave a presentation on newsletter, using Powerpoint and sample newsletters she brought in.

She said to emphasize the "uniqueness" of your organization. Ask the questions, "What do you want your newsletter to do?" Who is your audience?

Many organizations are always looking for new members. It is important for members to feel involved. Pictures are a good way to keep interest up.

Some organizations use the electronic newsletters and it is becoming more popular.

Use your newsletter to thank your volunteers. Do volunteer profiles. Emphasize how important volunteers are to your organization. Put in articles on how to be a good volunteer.

You can piggy-back a donation request with your newsletter to save on postage.

A "donor newsletter" is very important. It is estimated that you must contact a donor 5 times a year to retain them. Remind donors how important they are.

Display a section for "In Memoriam" or "In honor of" and give recognition. You must keep it going, however.

Make your headlines and captions meaningful. Advertise your website in your return address area! Use verbs in the headlines.

We reviewed newsletters that Jill brought in and looked at them in light of our new knowledge. A question and answer session was held after members looked over sample newsletters. Valuable comments and suggestions were made.

Adjournment: The meeting was adjourned at 9:35AM,

Next meeting on March 20, 2008 will be held at Rochester College. Room to be announced on our website.

Janet M. Trimbath, Recording Secretary