
Early Learning Coalition



of Pinellas County, Inc.

Advancement Committee

October 11, 2017

4:00 p.m.

ELC, Countryside Towers
2536 Countryside Blvd. Suite 500
Clearwater, FL 33763

I. CALL TO ORDER

- A. Approval of October 11, 2017 Agenda
- B. Approval of July 12, 2017 Minutes

II. DISCUSSION

- A. Annual Giving Campaign Launch & Giving Tuesday
 - i. Board Member Participation
 - ii. Personal Asks
 - iii. Direct Mail
- B. Snappers Comedy Night – November 30
 - i. Ticket Sales
 - ii. Door Prizes
 - iii. Social Media
- C. Advancement Report
- D. GuideStar & Charity Navigator

III. PUBLIC COMMENT

In accordance with the Florida Government in the Sunshine, all meetings of the Early Learning Coalition of Pinellas County, Inc. and its committees are open to the public. Those in attendance who wish to address the Coalition must submit a public comment card to the recorder prior to addressing the Coalition.

IV. ADJOURNMENT

Next meeting: November 8, 2017 at 4:00pm

ELC, Countryside Tower
2536 Countryside Blvd. Suite 500
Clearwater, FL 33763

Early Learning Coalition

of Pinellas County, Inc.

ADVANCEMENT COMMITTEE MEETING

Minutes – Unapproved

July 12, 2017

2536 Countryside Blvd, Suite 500

Clearwater, FL 33763

Members In attendance: Elliott Stern, Erica Bolline, Nick Meza, Nancy St. Arnold and Paula MacDonald

Members Absent: Susan Johnson and Jessica Hooper

Coalition Staff: Lindsay Carson, Merita Kafexhiu and Mary Burns

I. CALL TO ORDER

Elliott Stern called the meeting to order at 4:00 P.M.

- A. Elliott Stern called for approval of the July 12, 2017 Advancement Committee Meeting Agenda.

A motion was made by Nancy St. Arnold and seconded by Nick Meza to:

Approve the July 12, 2017 Agenda.

The motion passed unanimously.

- B. Elliot Stern called for approval of the May 10, 2017 Minutes.

A motion was made by Nancy St. Arnold and seconded by Nick Meza to:

Approve the May 10, 2017 minutes.

The motion passed unanimously.

II. DISCUSSION ITEM

- A. Tactical Plan
- B. Snappers Comedy Night – September
- C. Harness App

D. Web Page – Annual Giving

The Annual Giving Campaign will lead off with a soft launch when testimonial video commercial is ready for release.

III. ADJOURNMENT: The meeting adjourned at 5:13P.M.

Next Meeting: Wednesday, August 9, 2017

2536 Countryside Blvd., Suite 500,

Clearwater FL 33763

Chair Signature

Date