

Communications, Community Relations & Fundraising Committee

Lu Lazzarotto, Chair

GH *Communications, Community Relations & Fundraising Committee*

Mandate

The purposes of the Committee are to:

- Ensure there are mechanisms in place to enable regular communications with key partners and the broader community.
- Ensure Gabriolans are aware of the benefits of Foundation membership, and that they receive the information they need to continue to support the Foundation.
- Ensure the Foundation has the ability to augment the financial resources needed to meet its current and anticipated future spending needs as indicated by the Board.

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Activities 2022-2023

- Revising the Foundation's Communications Plan and developing a structure and timeline for using various media (email to Foundation members, newspaper articles, Facebook, Foundation website, etc.) to communicate with Members and the broader community.
- Took responsibility for oversight of social media consultant from Recruitment and Retention Committee and broadened the use of Facebook as both a means of recruitment and way to communicate with Foundation members and the community.
- Wrote and produced content of all communication and ensured it was aligned with the Foundations strategic goals and the needs of Foundation members.
- Initiated quarterly members e-newsletters, and produced three issues (March, June and Sept 2023.) Dec. 2023 is in progress.

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Activities 2022-2023 (Continued)

- Conducted a five-month membership drive by attending community events and markets. Increased membership by over 30%.
- Developing a fundraising plan based on short, medium and long-term spending goals that aligns with strategic goals of the Foundation, anticipated future needs.
- Updating content for website refresh.
- Working closely with Recruitment and Retention committee to ensure consistency of messaging.