

1/25/22

Community Engagement

Open house:

- Audience
 - Investor focus- volunteers, and donors, to invite people to show them “here’s what we’ve built together”
 - Still want to bring in community leaders
 - Still want to invite people (board members inviting people) to build their curiosity; could still have in-lieu option for giving even if they can’t come
- Purpose
 - Reaffirm connection to mission and continuous investment (time, talent, treasure etc.)
 - Curiosity about the space
 - Chance to talk with people about programs
- Soft ask
 - Welcome packet that includes a soft ask to contribute (QR code)
- Format
 - Resource fair, sitting socializing tables, food/bev tables, staff with info/posters
 - Inside: posters for self-guided walk-through tour
- Food/drinks
 - Leaning against alcohol for this event, but plan ahead for a fun event
 - Snacks: go big? Or no? Existing Toast vendors?
 - Don’t want a mix of people donating vs. people we’re paying
 - Could ask investors what kind of snacks they want- or their signature snacks/bevs idea
 - Pizza, coffee drinks/teas, root beer float bar, kombucha tap bar, signature drink/snack, etc.
- **Decisions:**
 - **Keep April 24 as the date.**
 - **Timing: 11-2 with a 3pm hard stop**
- Next steps:
 - What are the rules for a parking lot event? Talk to Rants
 - Ask current Toast vendors if/whether they’re interested in participating in this event
 - Timing needs to be set (11-4, come whenever, stay only as long as you want)
 - Online form to RSVP to help predict volume and timing
 - Vaccine requirement? Soft ask?

Other events

- Used to have volunteer happy hours- well attended

Volunteer/investor appreciation calls

- Accomplish before we start with requests around the open house
- Joe to prep talking points and list with details about folks, assign
- Thank folks who have been Toast hosts, with preview about 2022 open house
- Thoughts
 - Talk to couples- donor units vs. couples; talk to both?
 - Term: Supporter vs. investor vs. donor (avoid donor)
- **To do**
 - **Joe to prep guide/assignments**
 - **Feb board meeting– introduce and discuss**
 - **Deadline: March board meeting**
- Hope: not just getting through your calls, but having meaningful relationship building conversations with each person

Kevin gone march 15-April 15

Joe in Peru 2nd half of Feb (after board mtg)

To do:

Julie: connect with Joe and Logan (peer to peer focus group discussion); Julie to send out meeting info using Jody's zoom info; request to move mtg to 14th or 15th of March?; send out minutes