

Susquehanna Community Health and Dental Clinic, Inc.
PR/Marketing/Fundraising Committee Minutes
March 22, 2018

PRESENT: Jim Yoxthimer, President & CEO; Karla Sexton, Business Development/Compliance Manager; Trudy Taylor, Administrative Assistant; Shantay Hall, Board Representative; Abigail Eschbach, Board Representative; and Rick Wyatt, Board Representative.

EXCUSED: Pastor Velinda Webb-Smith, Board Representative

I Public Relations

a. Progress Edition—The Williamsport Sun-Gazette was running a special to do a feature ad with photographs. We took advantage of the special and are highlighting the Family Practice providers and the Dental Navigator program. This ad will be in the Sun Gazette on March 31.

II Marketing

- a. Outreach**—In March, outreach efforts included postcards sent to those who needed reminders regarding colo-rectal cancer screening. Calls are already coming in for patients to schedule with their providers to get this very important screening test done. In April, outreach will include postcard reminders to female patients in need of their screening mammogram. The third Tuesday of the month is our Outreach day where our health educators are in the waiting room. For April, the program will feature Drug/Alcohol Awareness program, “Too Smart to Start.”
- b. Community Meeting**—Discussion was held regarding a Community Meeting and different ways it could be approached. Options included a formal meeting vs. a “Meet and Greet” station area in the Center. After lengthy discussion, it was decided to continue the discussion at the next meeting prior to making a recommendation to the Board.

III Fundraising

- a. Raise the Region**—During the 30-hour fundraising event the Center received gifts totaling \$5,665. We have not heard from FCFP regarding the stretch funds and prizes earned. It is hoped that the remaining amount to be received will take our total to over \$6,000. This is a 30% increase from last year.
- b. Eat Around the World**— Planning for the fundraising event that is to be scheduled for September 18, 2018 at Park Place continued. Discussion was held regarding fees, vendors to contact, and other activities such as a Chinese auction. It was decided to be prepared at next month’s meeting to pick the chefs/vendors. Abbey and Karla will be working on a draft letter which will then be sent out. Also, the committee will consider the cost of tickets for attendees and the amount of tickets we would like to sell. Discussion was also had regarding what role Board Members would play in this fundraiser, all of which is to be further discussed at the next meeting.

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- c. Suggestion was made to have a “Walk” in the parking lot of the Center to raise money for the Center. Could charge \$25 per entry. Feedback was given that such events are always lucrative.

With no further business to discuss the meeting was adjourned. The next meeting is scheduled for April 11, 2018 @ 5:30 PM.