

SUSQUEHANNA COMMUNITY HEALTH & DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
February 17, 2020 5:30 PM

PRESENT: Shantay Hall; Kim Wetherhold, Jim Yoxtheimer, President & CEO; and Karla Sexton, Business Development/Compliance Officer

Excused: Rick Wyatt

I PR & Marketing

a. Advertising Initiatives: Karla shared information with the committee regarding the River Valley Transit bus wraps that was briefly discussed at the last meeting. Information on pricing and availability for placement starting in March was discussed. It was decided to try for three months, starting with pharmacy information. Karla shared an initial draft for pharmacy information to be displayed on the wraps which showcases a picture of the pharmacist. After discussion, it was decided to try to go with something more generic to brand the Center, possibly a picture of the Center on the wrap. May is Substance Use Disorder Prevention month, so it was thought that taking advantage of the theme of SUD prevention would be used as the advertisement that month.

Karla reported that NorthCentralpa.com is now under new ownership and they are invested in obtaining businesses to put news on their website. Karla feels it would be worthy of a three-month trial to see if it increases traffic on the Center's website and additional business.

Karla also reported the Center has increased advertising in the Webb Weekly and shared with the committee the ad which was in last week's edition showcasing National Children's Dental Health month and all the activities planned for February.

Karla reported on statistics we have received from the Next Ad Facebook campaign. The report showed the Facebook posts have reached over 6,000 people. The report breaks it down to show which posts received the most views. The report gives a breakdown of the audience by age, gender, and by day of month seen.

The Committee suggested to try doing short videos to post to River Valley's Facebook page to post routinely. Suggestion of "My River Valley" where a video of an employee or patient in one aspect of the Center, starting at the check-in process and throughout a typical visit. It had previously been discussed to have a "minute with a provider" on medical/dental education.

b. Outreach Update: Karla reported on the activities for National Children's Dental Health Month beginning on February 5 when the Dental School Program offered exams and cleanings at Mt. View Christian School. Dr. Patty Bozza and Crystal Harrison attended. On February 13, Nikki Kehoe attended Cochran Primary School for an Oral Health interactive presentation with all first-grade students.

Upcoming events for National Children's Dental Health Month include an event on February 20 with an educational program on Prenatal and Infant Oral Health that will be presented in partnership with Nurse Family Partnership and the ELECT program. STEP Head Start will be present to discuss the programs they have available for young families. Oral screenings will be available to participants either through the Mobile Unit or portable equipment.

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On February 27th Dental outreach is planning on participating in three sessions of Toddler Tale Story Time at the JV Brown Library. A member of the hygiene team will read a dental related storybook to the children and discuss diets role in cavities.

Jim reminded the committee that there are monies to be used from the SUD grant for speakers. Discussion was held regarding having a home-town speaker vs. a nationally known speaker. Jim indicated he has a meeting scheduled 2/21 with LCHIC to discuss possible options.

II Fundraising

a. Raise the Region: Karla reported she is working on step-by-step instructions for the Raise the Region platform. After reviewing the process with the committee, it was decided it would be best if the Board would receive an email from Trudy or Karla with a link included that could be sent to potential donors. In addition, a Facebook post will be designed so that Board members can share the information on social media.

Karla reported that she is always looking for ways to leverage the donor population. She presented the idea of possibly holding a small open house/cocktail hour type reception on the evening of March 12 to thank the steady donors. A tour of the Center could be offered, followed by refreshments. After discussion, it was decided to try a small reception but ask for RSVP so it would be known how many donors plan to attend.

b. Eat Around the World: Karla has reached out to the Pajama Factory (Clearstory) on pricing for renting the space for the Eat Around the World fundraising event. The hourly rate for shown in the packet is not for non-profit organizations. She is waiting to hear back from a new contact to clarify exact prices and a tour of the facilities. After discussion, several things were decided:

- Date of event: September 24 with September 17 as backup. (Depends on Chamber PM Exchange schedule).
- Cost of ticket: Reduced to \$30 per ticket to try to attract a more diverse audience
- Offer a Cash bar
- Providing tickets to Board members and others (Chefs) to sell prior to the event.

Next Meeting: March 16, 2020 5:30 PM, Administrative Conference Room