



## **BOARD MEETING AGENDA**

January 19, 2015 7:00 PM - 9:00 PM

48 Marshland Street

Haverhill, MA 01830

1. **Minutes** – Eva Rajczyk **5 minutes**
2. **Treasurer's Report** – Adam Rajczyk **5 minutes**
3. **Board Membership** **15 minutes**
  - Introduction of new Board applicant(s)
  - Advisory Board nominees
4. **Marketing Strategies - Group** **20 minutes**
  - a. Report on Rotary Club luncheon – Daniel Rajczyk
  - b. Brochures - Vista Print – 100 for \$75; 250 for \$150
  - c. Business cards (?) – Vista Print
    - i. Standard – 100 for \$16+
    - ii. Signature – 100 for \$24+
  - d. "La Mega" – Toni Acevedo
  - e. Other
5. **Fundraising - Group** **35 minutes**
  - a. Discussion of fundraising ideas and revenue stream - how we may capture income without relying heavily on fundraising
  - b. Community block grant (Lawrence) - if selected Asperger Works could get between \$2-3k

## 6. Other

**35 minutes**

- a. Discussion about
  - i. how we present ourselves and Asperger Works in public
  - ii. developing welcome package for new Board members / Board informational package for all Board members
  - iii. developing media kit/press release - Lisa Rajczyk
  - iv. Donor data bank (see [Want Better Payoffs From Your Donor Communication? Start Customizing It](#))
- b. Development of newsletter – online, social media, snail mail, e-mail, etc. - Toni Acevedo and Eva Rajczyk
- c. *Watercooler* blog
- d. Other

## 7. Meeting adjournment

**5 minutes**