



Monthly Board Meeting

February 19, 2018

The monthly meeting was held at 60 Island Street, Lawrence, MA 01840 and began at 6:38 PM.

Attending: Andrew DeCarlo, Eric Janowski, Adam Rajczyk, Daniel Rajczyk, Eva Rajczyk, and Thomas Wood

MINUTES

A motion was made by Andrew DeCarlo and seconded by Adam Rajczyk to accept the minutes of January 15, 2018 as presented to the Board by Eva Rajczyk. The Board unanimously voted to accept.

TREASURER'S REPORT

Previous Balance (as of 12/31/2017)	\$ 2,079.68
Deposit	\$ 360.44
Total	\$ 2,440.12
Disbursements	<u>- \$ 959.65</u>
Total	\$ 1,480.47

A motion was made by Andrew DeCarlo and seconded by Tom Wood to accept the treasurer's report as presented to the Board by Adam Rajczyk. The Board unanimously voted to accept.

EXECUTIVE DIRECTOR'S REPORT

Daniel Rajczyk reported that he has been doing a lot of Networking via the Shapr app, as he mentioned at the last meeting.

- He met with Jay Japra, the Business CEO of MazeFire, that deals with game-board learning. They will be in touch in the future as to how and/or when MazeFire could help us.
- Daniel also met with Kyle Vine of Poetry Ghost (<http://www.poetryghost.solutions>) from Toronto, Canada and presented Kyle's proposal as to how he could help us. ([See attached](#))
 - Andrew DeCarlo had some reservations about working with Mr. Vine and Daniel will be addressing his concerns with Mr. Vine.
 - What does Mr. Vine mean by asking us about government funding?
 - Does Mr. Vine have a portfolio of his work?
 - The Poetry Ghost Website is not mobile friendly.
 - One of the suggestions was that we work closely with similar organizations: this resulted in a discussion about AANE, ASAN, and Autism Speaks.

- Daniel will attend a training session by the Boston Foundation (<https://www.tbf.org/>) in order to allow Daniel to fill out our profile.
 - Membership enables us to apply for various grants through free access to their database, including Giving Common (<https://givingcommon.org/nonprofits/>) would help in getting a Gold Level listing on GuideStar (<https://www.guidestar.org/Home.aspx>) and general/employment workforce grants.
 - Should we choose to have a mini-conference, we could use their conference room for free
 - Daniel will send everyone on the Board the login info so that we may help complete the profile.
 - If needed, Leigh Handschuh (person in charge of Giving Common) will help us in completing the profile.

SUPPORT GROUP

- Tom Wood reported that next month's meeting will be a regular support group meeting and said that in the future, he will be more proactive in getting the information out about group activities.

DINNER OF HOPE

The Dinner Committee met at the Andover Branch of the Pentucket Bank on February 15, 2018 ([see attached minutes](#)).

- Andrew DeCarlo indicated that he would like to perform with the band, Flash Drive, and Eva Rajczyk will be sending Andrew the Michael Scarpa's contact information.

OTHER

- Daniel Rajczyk brought up the possibility of an Open House to introduce ourselves to the people at 60 Island Street to be held sometime in March.
- There was a discussion about the problems with the Internet and the phone service. Unfortunately, the system we have in place right now, though cheap, is not very good. It is important to find ways that we could raise funds so that we could afford to put in place a system that works well.

Daniel Rajczyk made a motion to adjourn the meeting. It was seconded by Andrew DeCarlo and was unanimously approved by the Board. The meeting formally adjourned at 8:01 PM.

DATES TO REMEMBER

Dinner Committee Meeting – TBA – Pentucket Bank, 1065 Osgood St, North Andover (5:30 PM – 7:30 PM)

Monthly Meeting – Monday, March 19, 2018 – 60 Island Street, Lawrence, MA
(6:30 PM – 8:30 PM)

Minutes respectfully submitted to the Board by

Eva

M. Eva Rajczyk

Board Secretary

Poetry Ghost/Aspergers Works Game Plan

Overall Goals:

- ❖ Increase exposure to Aworks and it's mission
- ❖ Improve Funding and donation amounts by 25% within the next year
- ❖ Create a storyline and personality to the Charity
- ❖ Educate new audiences about Aworks and Aspergers in adults

Calendar of Goals and Initiatives

This is a rough outline of what we'll do together, and the next steps we should take. Some may seem like it is not writing based, but it's important for the overall growth that we're trying to achieve. You may add your own goals in discussion as well: I simply provided a list of things that I think would be important for the rebranding process!

Short-Term Goals: Within 1 Month	<ul style="list-style-type: none"> ♣ Create a partnership with another Autism/Aspergers Organization for Events ♣ Make partnerships with local stores(proceeds of a product go to your charity) ♣ Blog posts about services and life tips ♣ Guest posts from psychologists, anthropologists and other professionals with advice and tips on living with Aspergers ♣ Guest posts by influencers or celebrities with Aspergers or Autism ♣ Emphasize Twitter and Facebook use to really grow a following
Mid-Term Goals: Within 1-4 Months	<ul style="list-style-type: none"> <input type="checkbox"/> Create biography of Daniel <input type="checkbox"/> Redefine values and emotional appeal for a slogan(brainstorm with Daniel) <input type="checkbox"/> Create a friendly atmosphere on Social Media, and present new face <input type="checkbox"/> Reveal board members, and highlight team concept on Social Media <input type="checkbox"/> Create Instagram Account <input type="checkbox"/> Redesign Website Structure(see below)
Long Term Goals: Within 6 Months or More	<ul style="list-style-type: none"> ⊗ Achieve Funding from Government ⊗ Receive funding from corporations for events and initiatives ⊗ Create a partnership between Autism Ontario or other Canadian Non-Profits ⊗ Reach 800 Likes on Facebook Page

Confidential Document of Poetry Ghost Writing Service

Website Observations(It's important when making a change like this)

Website Observations and Suggestions

- ✚ Reorganize the Menu/Page order, so that it suits the way a normal person would use the website
- ✚ Use language that is more direct to the audience, and more succinct
- ✚ Blend "Home" options with "Why Aworks", to make "Why Aworks" have all the biographies and information a visitor would need(while "home" is just a isolated page link)
- ✚ Put Activities Page under Events(It's essentially a launch page for each event anyway)
- ✚ Rephrase "Employment" menu option to "Employment services"(it's more clear what it's purpose is)
- ✚ Delete "Videos" Page(You already have them on the Resources Menu)
- ✚ Overall, make the website easier to browse and access for the visitor.

In Conclusion:

I think it will be a lot of fun to work together. Storytelling and education should be the focus going forward, even more than now. Education is the new trend in charities, and it's the perfect time to jump on the train- otherwise your charity will just be flattened by it! Some changes and options I suggested require minimal legwork from you, but I can help with my contacts, and find people to get the job done if necessary.

Each month will be focused on one statement from the "Overall Goals" list. Everything that is posted on Social Media in one month will focus on targeting certain types of users, and getting articles shared. Another month will be aimed at funding and donating, while the next month highlights your history/background story more than anything. This content strategy works well as a guide for everyone, and makes the process of posting easier! We Can create a more detailed content strategy in the future, that has dates, topics, and a more exact outlook- but that's in the future!

As for payment, it is simple: I'll be paid in tax credits/volunteer hours until funding comes that can change the situation. The contract we agree to will include an area that suggests a discussion about this every 6-8 weeks, and it s a simple matter of "we cannot pay you in dollars yet", or "our funding allows you to be paid for the next 2 months of work." This system works with my other charity client, and it's efficient for both of us. If you have other ideas, I'm all ears!

Sincerely,

Kyle Vine, CEO and Founder

Website Address: www.poetryghost.solutions

Phone Number: 705-644-9204

Address: 209-50 Lisgar Street
Sudbury, Ontario, CANADA
P3E 3L8

Minutes from Dinner Committee Meeting

February 15, 2018

Submitted by Marion Donahue

Attendance: Marion Donahue – Committee Chair, Andrew DeCarlo, Adam Rajczyk, Daniel Rajczyk, Lisa Rajczyk, and Eva Rajczyk

- Michael from the band Flash Drive will be meeting with Mike Middleton to look at the space at Maria's in the next week or so.
- Eva forwarded the playlist of songs they perform. If anyone has a special request let Eva know and she will let the band know.
- Event Brite – it was decided that Asperger Works will pay the processing fee for people purchasing tickets to our event instead of passing the processing fee on to the customer.
- Eva will reach out to Woody to get the name of the honoree he had suggested for the Bryan Noble Award.
- Lysbeth Noyes of Community InRoads will be receiving the Asperger Works Award.
- Point After Club of Lawrence will receive the Community Service Award.
- Bill Macek has taken over the Open Mike interview at WHAV. Eva will get in touch with Tim Coco to arrange for Eva and Marion to appear on a Monday night in the next several weeks to talk about Asperger Works and the Dinner of Hope at the WHAV radio station.
- The Committee decided to ask Tim Coco to be the MC for the event. Eva will let him know.
- Andrew has volunteered play one or two piano pieces at the Dinner of Hope as part of the entertainment.