



## re:THINK Sustainability Minutes

Date: November 29, 2011

Location: Winnebago County Health Department, 2<sup>nd</sup> floor conference room

Minutes taken by: Evan Groth/Brown

Attendees:			
Dawn Gohlke	Lisa Brown	Dan Hinton	Doug Gieryn
Brenna Root	Emily Dieringer	Steve Herman	Evan Groth

Topic	Facilitated by:	Discussion	Action(s)	Who?
<b>Welcome &amp; introductions</b>	Lisa	Discussion for new attendees of what Committee is all about		Lisa/ Herman
<b>TRICOM update as re:THINK fund holder for donations</b>	Dan	TRICOM 501c(3) has line item in budget for re:THINK	Connect w/ Cheryl Fowler to discuss transfer of funds	Doug
<b>Other fundraising ideas</b>	Herman	<ul style="list-style-type: none"> <li>• Cookie jar for donations (place around an event)</li> <li>• Fundraiser for 20<sup>th</sup> anniversary of Crime Stoppers (potentially an annual event)</li> <li>• Court donation (re-approach judges by forming partnership/coalition)</li> <li>• Ask for donations during event that already draws many people (e.g. goes to drug/alcohol prevention)</li> <li>• Think of signature fundraising event(similar to Crimestoppers is doing this 20<sup>th</sup> anniversary)and charge a good will donation related to it.</li> </ul>	<p>Email Joe Yana to have put on next Advocacy meeting agenda</p> <p>Next meeting agenda item-to determine who is responsible party or who can contribute to yr 5 event</p>	<p>Lisa</p> <p>All</p>

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		<ul style="list-style-type: none"> <li>Charge fees for service (pieces developed, classes, stipends for speakers)</li> <li>Twist prevention or healthy life promotion under "BASIC NEEDS". If people fail at healthy living and abuse substances they will lose health, relationships, career, home, funds, vehicle and be in need of basic needs.</li> </ul>		
<b>Trademark submission progress</b>	Lisa	<p>Submitted application successfully, takes up to a year and a half for review by attorney (\$275)</p> <p>Trademark registration can put logo on file to protect it statewide for the time being (\$15)</p>	Respond to feedback from atty and monitor progress-determine if specific pantone colors needed (looks red and black, grey in reality)	Lisa/ Emily assist
<b>Good Drugs Gone Bad toolkit</b>	Lisa via Weber	<p>Charging \$5 for toolkit now</p> <p>Town of Menasha has set up account to pool funds in that will sustain drug prevention going forward</p> <p>\$75 to be forwarded to re:THINK</p> <p>Grant application: Reviewed with 2 evaluators and submitted application for \$3,000 (Turning Technology lickers, 2 yr subscription to SurveyMonkey) to be shared</p>	Grant follow up monitored	Lisa/Weber
<b>Anticipation of Drug</b>	Lisa	<ul style="list-style-type: none"> <li>Lisa connected w/ Jerry Campbell, our project</li> </ul>	Ask Jerry follow-up questions	

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<b>Free Communities Year 5 (Oct. 2012 – Sept. 2013)</b>		<p>officer</p> <ul style="list-style-type: none"> <li>• COMET was completed, Jerry will look through and give further advice</li> <li>• Updated YRBS data will be coming in soon to determine progress</li> </ul>	Consult with Outgamie CAHL DFC 2 time recipient to gain info.	Lisa
<b>Donor verbiage planning</b>	Lisa	<p><u>Ideas</u></p> <ul style="list-style-type: none"> <li>• People like to be asked for donations a certain way - play the audience the way they want to be played,</li> <li>• Donate button linking to re:THINK</li> <li>• Target appropriate audience</li> <li>• Living memorial to increase donation (e.g. community garden)</li> <li>• Partner w/ other successful organizations for incoming donations (e.g. Miles Kimball, 4Imprint, Oshkosh Northwestern, EAA)</li> <li>• Searching for certain words brings up re:THINK result</li> <li>• Make program seem like something people want to donate to</li> <li>• Add "where does your spouse work?" to new year's member form to gauge for partners</li> <li>• Fund Development Plan</li> </ul>	<p>Talk to the Oshkosh Area Community Foundation</p> <p>Add this detail to membership documents</p> <p>Create Fund Development Plan with assistance from</p>	<p>Evan</p> <p>Lisa/ Dawn</p>

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		<ul style="list-style-type: none"> <li>Partner w/ ongoing events – use previously established contacts</li> <li>Remind organizations how they are already connected to us</li> <li>Advise members they should add re:TH!NK logo to their websites, brochures boasting their support</li> </ul>	Fowler and Grabner and prioritize all these ideas	
<b>Other remarks and adjourn</b>	All	<u>Other Ideas</u> <ul style="list-style-type: none"> <li>Lots of flexibility for events/ideas/fundraising, etc. – keep in mind some are positive and fun while others tug heart strings and raise awareness for why prevention is needed (loss of life)</li> <li>Create action plan for next year or two</li> <li>Blurbs in various city newsletters “wavelength” (e.g. highlight one Committee a month)</li> </ul>	Ask Media Committee for help	Lisa

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