

## **HIGH HOPES THERAPEUTIC RIDING, INC.**

### **HIGH HOPES MARKETING COMMITTEE Minutes of a meeting – December 11, 2018**

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**Present:** Gary Rogers (Chair), Jackie Kangley, Rachel Fernley Edwards,  
Kitty Stalsberg, Sara Qua and Sarah Crisp

**Attended by phone:** Jeff Ridgway, Peter Watt, Vicki Newtown

Gary opened the meeting and welcomed Rachel as a new member of the Marketing Advisory Committee.

#### **1. Website**

SJC gave an update on implementation of the new website launched 9/28/2018. The committee reviewed some basic analytics, which looked promising.

#### **DISCUSSION/ACTIONS**

- Review bounces against a series of shorter time frames to ensure that redirected links are being regularly updated.
- Review the Salesforce forms implementation plan with ME and prioritize work that will reduce pressure on Program.
- Volunteer form now needs more information – has that resulted in less registrations?
- Add form to website to elicit feedback from users.
- Check 404 hits and look at where users proceed from the 404 page.

#### **2. Gala - Scholarship Drive Video - options for 2019**

Julia Balfour's no longer offer an in-house video service. There was a discussion about whether a video rather than other options (stop motion/soundscapes etc.) was a necessity.

#### **DISCUSSION/ACTIONS**

- Video is used for more than scholarship drive.
- 45 Anniversary and endowment campaign increases need for a video.
- Scholarship Drive needs to raise \$60k so best possible options are needed.
- Unanimous decision that a video is needed. SJC to discuss with JB's and seek alternative providers if necessary.
- MAC to read MacLean Sarr's story – Mac is the proposed "candidate" for the video subject to discussions with him and his family.

#### **3. Report and discussion - Holiday Market Marketing & Advertising activities (analytics report attached - circulated and discussed)**

## **DISCUSSION**

- 283 raffle tickets sold on line of which 150 were new constituents.
- Approx. 26 new donors in 2018 also gave their email address at 2017 market
- Approx. 17 active volunteers in 2018 also gave their email address at 2017 market
- 605 views of online program of which 485 came from external referrals (i.e. through our website) and resulted in 55 link clicks through to advertisers or HH website. Encouraging when considering an online-only program for Gala.
- Difficult to know if there is any cannibalization of on-the-day sales, which were down on prior years.
- Very broad range of advertising methods employed
- High response from East Lyme/Waterford/Norwich/Rt 2 corridor
- JB instagram stories were cute, different and well received
- Useful to see analytics for emails. Online ticket responses good.

## **ACTIONS**

- Focus next year's advertising spend more on Milford to Guilford and Stonington/RI
- Instagram poor response for door prize registrations but recognized as key for vendors who are another important audience.
- Find other businesses that can use their connection with High Hopes to further their own P.R. (RE gave example of Saybrook Home).
- Evaluate if a post event press release is doable, considering other communications responsibilities.

## **QUESTIONS for MAC to consider offline**

Is there an efficient way of tracing and tracking market attendees through our three databases to see if the goal of a friend-raiser is being met?

- If so, what would be needed at next year's market to achieve that?
- If not are there any other metrics that would act as a reasonable proxy for that analysis?

Are there ways in which the Marketing Advisory Committee can help with PR? Getting press releases into the traditional press is time consuming and increasingly needs 1:1 "sales pitches" with journalists and editors. Online is an alternative, but is also time consuming if done regularly enough to make a difference.

- Are any MAC members prepared to post press releases to a range of online news outlets if SJC provides release and pictures?
- Are any MAC members willing to act as liaison with editors and journalists to expand our reach?

**Meeting closed at 18:15.**

## **Meetings for 2019**

Tuesday, February 12 2019 5:00 – 6:00 pm

Thursday, April 11, 2019 5:00 - 6:00pm (April rather than May to check-in on Gala progress)

Thursday, July 11, 2019 5:00 – 6:00pm

October 10, 2019 5:00 – 6:00pm