

We Fundraising Committee Meeting

Meeting 01/26/2020

Open 7:00 ET

Present: Martine Lellis, Mark House, Rachel Crass, Jenny Schumacher, Carolyn Hays, Phil Andrews.

Absent: Lauren Weirauch

We have reached the goal of Tokyo Strong (\$500,000), but we still have excess expenses that could still be applied from the Tokyo Strong fund.

There are payments that can be made (such as the payments to athletes) that we can use the additional funds. The question is whether we need to change the message for the Gala. The general conclusion seems to be to pivot the message.

The two paths seem to be a "Tokyo...and Beyond", which will have a broader outreach than just the Paris facility as its funding goal. The community strong message can be presented, we just need to be aware of how this will be implemented. Martine pointed out that most of the donors in the room were brought in on the Olympic message, so the "Tokyo...and Beyond" message will resonate. Jenny pointed out that the community building message may be a bit premature, because we do not know what the program would be to support the messaging. The committee believes that the "Tokyo...and Beyond" for the Gala is probably the best message.

The message at the Gala needs to be one of gratitude towards the people who have donated and supported the movement, so we need to stay focused on Tokyo.

The post-Olympic message will likely be "Road to Paris".

Who is going to be in the room? The Olympians, and maybe the next gen of lifters. The Pan Am team will be training in New Jersey, so they will be there. The speeches should be kept to a minimum. Kate Nye will be approached about speaking. It's possible that Kate may win the IWF lifter of the year.

We are discussing whether we can get a strategic planning meeting prior to the board meeting. Mark is going to send some dates out to meet in Denver in early May.

Close 8:20 ET.