

Community Foundation of Portage & District  
**Fund Development & Marketing Committee Report**

April 26, 2022 at 12:00pm

CFPD Boardroom

**1. Social Media Update**

An update on the current social media strategy was provided to the committee. There have been increases in followers on Facebook as well as its reach and interactions have increased. On Instagram followers aren't rising as quickly but engagement and reach is increasing.

**2. Annual Report 2021**

A discussion was had about the design of the upcoming annual report for 2021. Suggestions will be forwarded to the ED and a draft of the report will be available at the next meeting.

**3. Donor Analysis 2021 – Current**

An analysis of our donors in 2021 compared to the 2 previous years was reviewed as well as a comparison of the first quarter of 2022 compared to the past two years. The committee talked about the different ways we engage our new and current donors and how do we want to continue doing that in the future

**4. Marketing Plans for 2022** – this item was tabled to the next meeting.

**5. Community Assessment Project & Plans**

An update was provided on the Community Assessment Project and how the Fund Development Committee will be involved in the community engagement and report sharing parts of the project.

**6. Events**

a. 150 Women Who Care

A final update was provided to the Committee. Prior to the meeting the organizing committee debriefed about the event in anticipation for 2023.

b. Annual Celebration

CFPD has not hosted an Annual Celebration since June 2017 due to our Anniversary celebrations and Covid. The Fund Development Committee thinks its another great way to engage our donors and will be planning an event for June 23, 2022 in conjunction with the AGM.

c. Ducks in a Row – Fall 2022

The Committee discussed the plans for the Ducks in a Row Event in the Fall of 2022. A potential schedule for the event and location options will be provided at the next meeting.

Next Meeting: TBD