



**The Quilt Communications and Outreach Working Group Call  
September 25, 2017**

**Participants: John, Darleen, Jennifer, Tracey, Nimota, Jennifer (UEN) Kate Adams GPN, Dawn Thurnau (MOREnet) (LONI) Dave Mann (FLR)**

1. Discussion: Distributing Electronic Information
  - a. Type
    - i. MCNC Constant Contact
      1. Finds it frustrating
    - b. MOREnet uses Cvent
      - i. Serves their needs and finds it to be functionality
      - ii. Cost is acceptable email add-on
    - c. KINBER uses MailChimp
      - i. It's OK
      - ii. Issues with folks not getting mail
      - iii. Looking at other options
      - iv. Uses eventzilla for event's but not happy with it.
  - d. Frequency
    - i. Morenet 6-7 time / months open rate was 15% When they changed over to once a month they shot up to 40%
    - ii. MCNC – As needed and just started doing a quarterly News letter
      1. Want to get click rates higher
      2. Will send additional messages around events
      3. Annual request for survey
    - iii. OSHEAN
      1. Some members get them some don't some unsubscribe
    - iv. KINBER
      1. Switch to a monthly newsletter with goal of making it more strategic
      2. But some board doesn't
    - v. FLR two news letter – click though rates at 33%
    - vi. Emails that look like they come from a tool don't get as much response – they like the personal touch
      1. Those who use the marketing tool tend to personalize it

- e. Results
  - i. MCNC – knows staff doesn't read but positive feedback form board and CEO
  - ii. FLR – If CEO likes it then it has done it's job.
  - iii. MOREnet satisfaction survey – ask the question positive response – Meet the members where they are.
- 2. Discussion: Cultivating Vendor Relationships
  - a. Pre-meeting expectations
    - i. Formal meeting sponsorship
    - ii. Meeting Partnerships
      - 1. Solution opportunity
      - 2. No Sales Pitch
      - 3. OSHEAN
        - a. Not as successful in getting free money
  - b. MCNC Standard fee
    - i. If there is a new sponsorship they ask the employee who works most closely they are the one who work with them
  - c. Post-meeting follow-up
- 3. Discussion: Toggle magazine —has anyone used this? [togglemag.com](http://togglemag.com), <https://www.togglemag.com/journal-archives/>
  - a. They reached out to MCNC as they are profiling a member organization for advertizemt
- 4. Working Group Interchange (Trifecta)
  - a. Topics
  - b. La Jolla Plans
- 5. Roundtable Updates
- 6. Call or Topics
- 7. Next Call: Monday, October 30th, at 3:00pm