**Prosperity Connection**

**External Committee Agenda/Notes**

*May 23, 2024, 2024*

*11:00 a.m. – noon (CST)*

*Meeting via Zoom*

*Agenda*

1. Call to Order – Attendance – Nikki Whetsell, Felicia Pulliam, Tom Boyle, Will Holleman, Megan Riechmann, Carly Carmosino, Nikki Woelfel, and Carol Harris
2. Marketing and Communications (see portal for full slide deck with details)
   1. Outreach stats – Increase in Facebook of 41.7%, decrease of content interactions, 65% link clicks, Newsletter going well.
   2. Outcomes – coaching sessions, credit report reviews and class pull through reported on. Pull through rates are moving up! Zoom classes are performing well using the quarterly model.
3. Institutional Advancement (see slide deck on portal for details)
   1. Recent gifts – Give STL Day, Enterprise Mobility, FEI Golf Tournament, County Credit Union (Total for all = $12, 025)
   2. Invited or researching – Moved to application phase for Crawford Taylor ($10,000), LOI for Incarnate Word, and Deconess Foundation “Seeding the Future” grant application is in the works. ($20K) \*continuing to refine the pitch for grants associated with health and wellness.
4. Updates (see slide deck on portal for details)
   1. Best Places to Work – 2nd place in Small Company category!! (our score was 98.5/100) We made some great connections for partnerships as part of the happy hour for finalists.
   2. Day of Giving – due to competition, possible shift away from Give STL Day and creating our own Day of Giving to coincide with our client celebration.
   3. Golf Tournament – Strong connections made with golf teams, strong connections for employer program, RGA wants to donate to PC.
5. What we need help with
   1. Client Celebration 2025 – sponsors for each client, new larger venue for 75-100 people, space for cocktail tables, finger foods, etc, separate space for classroom style presentation, dessert, coffee at the end for mingling. Ideas for venues: The Dogwood, Missouri Foundation for Health, Carrollton Bank, Angad Arts Building, Danforth Plant Science, MO History Museum, Art Museum, Convention Center Theater Space, Forest Park Visitors Center, Palm House at TGP
   2. New Committee Members – looking for members with fundraising background to help with individual donor program, help in marketing “employer program” (Dallas Adams of Great Rivers Greenway)

1. Adjourn at 11:54 am