



The Family Tree

Marketing & PR Committee Meeting May 5, 2021

Stefanie Woodhouse, Co-Chair

Sarah Woods, Co-Chair

- | | | |
|------|--|----------|
| I. | Welcome & Approval of Minutes | Stefanie |
| II. | Mission Moment | Pat |
| III. | Sip and Savor | Kelley |
| IV. | Famfest/Lace Up Next Steps | |
| V. | Marketing Plan Update | Allie |
| | a. Marketing Plan | |
| | b. Social Media | |
| | c. Blog | |
| | d. Cap Month Updates | |
| VI. | Technology Plan Update | Erik |
| | a. Website Updates, Peer to Peer | |
| | b. Next Steps - Focus Groups, elearning platform | |
| VII. | Next Committee Meeting: TBD, Determine Summer Meeting Date | |

Important Dates

Tuesday, June 1, 2021 – General Board Meeting, Irvine Nature Center



The Family Tree

Raising families up.

Marketing Committee Meeting

March 24, 2021

Minutes

Members Present: Sally Bauer, Sarah Woods, Stefanie Woodhouse, Stephanie Adler, Pat Kirk, Brad Downs, Scott Robinson, Tom Peltier, Xandy Waesche, Jennifer Bowers

Members Excused: Ellen Brinkley, Ann Rosenberg, Susan Shaw

Staff Present: Allie Cook, Mary Francioli, Pat Cronin, Connie Anderton, Matila Sackor, Stacey Brown, Kelley Harrison, Erik Weber

Agenda Overview:

- | | |
|--|----------|
| A. Welcome & Approval of Minutes | Stefanie |
| B. Mission Moment | Pat |
| C. Sip and Savor | Kelley |
| a. Sponsor Benefits | |
| b. Great Chefs' Cancellation Communication | |
| c. Pat Cronin Fund | |
| d. Famfest/Lace Up Next Steps | |
| D. Spring Public Engagement Campaigns | Allie |
| a. PCAA Child Abuse Prevention Month | |
| E. Marketing Plan Update | Allie |
| a. Social Media | |
| b. Marketing Plan | |
| c. Blog | |
| F. Technology Plan Update | Erik |
| a. Website Updates | |
| b. Next Steps - Focus Groups, elearning platform | |

Next Committee Meeting: Wednesday, May 5, 2021

Important Dates

Tuesday, April 13, 2021 – General Board Meeting, Zoom

Recorder: Connie Anderton

ISSUE #1 – Welcome & Approval of Minutes

SUMMARY OF DISCUSSION: Stefanie Woodhouse welcomed everyone and thanked them for coming. She asked for a motion to approve, Sally Bauer moved, and Xandy Waesche seconded.

ISSUE #2 – Mission Moment

SUMMARY OF DISCUSSION: Pat Cronin noted that two years ago TFT adopted the BCCCRC and what a great decision that turned out to be. The BCCCRC has just turned 30 years old. It is the oldest childcare resource center in the state. The center's anniversary was honored by the Mayor's office. She mentioned that Nancy Pelton, who has been with the center for all but five years of its existence said they had never before faced challenges like this year with the pandemic.

Pat also mentioned that Matila Sackor was doing a great job running the ACEs training program which is extremely busy.

ISSUE #3 – Fall Event

SUMMARY OF DISCUSSION: Kelley Harrison updated the committee on the fall event. Sip & Savor – Revel in Community, will be held on October 9 at Sagamore Farms. It will be a fall evening, the event will be tented, there is a lawn area just perfect for our size. The event will be casual with a fall theme. The Newhalls, Shaws and Sunthas are the chairs for the event. We will be using many of the same vendors we use for Great Chefs'. We have tried to align sponsor levels, communicating to potential sponsors that we will be doing this instead of GC this year, postponing the GC 30th. We are expecting 350 attendees, which will be okay even with Covid restrictions. Sally Bauer asked about projected revenue and Mary Francioli responded that we are still working on it but need language on how to talk to sponsors who have supported GC. Scott Robinson pointed out that we should start promoting it now because people who are accustomed to April being GC will be looking out. Mary said that we are almost ready with the Save-the-Date – we've been working with Planit and have gotten the logo confirmed by Sagamore. She mentioned that Scott Robinson has been helping with logistics and marketing. Pat Kirk said it was important to ask for sponsorship now, that if we don't ask for sponsorship now, it will be hard to ask next January, to which Mary agreed. Sarah Woods explained that the Save-the-Date and other marketing materials are almost ready to be produced right now.

Stefanie Woodhouse stated that for most companies right now Sip & Savor and GC will be in two separate fiscal years which helps but next year may be trickier because they will be in the same fiscal year. We need to be careful how to phrase it because we're adding Sip & Savor to the calendar. Mary agreed and said that we have tried to be creative with the sponsorship levels – for the higher sponsor levels we propose a reserved table where people can leave their stuff and also gather together. For the Cornerstone level, someone can sponsor an area – a home base – plus have recognition for it, even perhaps dedicated bar service. Sally wondered how the dedicated bar service would work and was told there would be a server assigned to that table, one table of twelve. Sally asked if the table would be cordoned off, Mary said not, because it is not a seated event.

Pat Kirk asked where the music will be and was told it would more likely be on the patio. Tom Peltier asked if we have a formal program for the event, however we haven't gotten that far but that it would definitely be a shorter program than GC. It will be celebratory and Pat Cronin will

introduce the new executive director. Kelley added that it would take place at the same area as the music. Sarah asked if there will be a TFT messaging table and was assured by Mary that there would be. Sarah wondered if there would be photo booth because that is a great way to represent sponsors. Mary agreed we need to tackle these issues and pointed out that there will be a meeting with the event chairs next week.

Mary mentioned that we're trying to come up with a parting gift. Brad suggested a small bottle and Tom said that after all Sagamore is the brand. Kelley said we had asked Sagamore about specialty drinks but learned that the businesses are a little separated, the farm side from the spirit side. The two sides negotiate with each other. We'd like to do a small tasting, so they might donate liquor, then we can promote at the bar. Pat Kirk said we need to be careful with all the alcohol – what is the message we're sending. Pat Cronin said we are still looking into the level of liability insurance. Kelley felt that we were not emphasizing alcohol, merely trying to keep costs down.

Sally asked if there would be an auction. Stefanie said that while an auction makes sense at GC, we want to separate how the two events feel. Mary said we might have one or two items; she would ask the chairs. Stefanie wondered if Sagamore might donate the opportunity to have a bottle with your personal label as an auction item. Scott suggested that might be a perk if you get a table. Mary said she would be reaching out to the committee on language ideas.

ISSUE #4 – Pat Cronin Fund

SUMMARY OF DISCUSSION: Allie turned the discussion to the Pat Cronin Fund. Mary said that we had been pondering the question of how to celebrate her, and with the Pat Cronin fund we can reach out to long-time supporters. Sally, Doug, and Mary will meet to discuss. Mary referred to the one-pager on the Pat Cronin Fund in the packet. Pat's two keenest interests have always been research and family education. Mary will reach out to the Marketing Committee for ideas on the name. Pat Cronin said that family education had been the first of our programs and that we try to improve every year, using evidence to inform. Xandy suggested the fund name, "Fund for the Future" and Scott added "The Cronin Fund for Family Futures". Mary agreed we would give it thought and will send out an email with a list of names to look at.

ISSUE #5 – Spring Public Engagement Campaign

SUMMARY OF DISCUSSION: Allie turned attention to April, which is Child Abuse Prevention Month. This year we're going to use Prevent Child Abuse (PCA) messaging and materials but with less focus on a virtual pinwheel garden. Allie reviewed the messaging in the slides in the Committee packet: "Growing a Better Tomorrow for All Children, Together", "Children Are Locally Grown", "We Unearth the Possibilities", "Our Work Is Rooted in Science", "We Tend and Replenish the Soil", "Hope and Commitment Are Powerful Fertilizers". Allie added that April 1st is Wear Blue Day, please send pictures. We will include the PCA messaging 2-3 times on social media plus 2-3 emails including one e-appeal which will tie into the May-June appeal. Xandy and Pat Cronin agreed they loved the messaging.

Stephanie Adler asked how we would use the messages and Allie responded they would be used throughout the month. Sarah asked if there would be a hard ask, tied to the programs. Mary explained Connie Anderton's spring appeal is specifically linked to parenting education. Connie added that the ask amounts in the appeal would be tied to the cost of one hour of

parenting education. Sally commented that the PCA messaging fits right into TFT messaging of trees and growing. Stephanie Adler pointed out that PCA's was a very soft message, that "prevention" and "child abuse" were missing. She wondered if it was sugar coated. Sarah suggested that it's good to have a balance of approaches. Mary said that is how PCA has reframed the message. That is a change for us – using the positive messaging. She will send the larger study by email. Pat Cronin added that PCA engaged Framework Institute on how best to frame the issue. She also told the Committee that PCA is coming in June.

ISSUE #6 – Technology Plan Update

SUMMARY OF DISCUSSION: Allie said the usual social media stats are in the packet but that next we would like to focus on the new technology, i.e., the new webpages: Board-only information, staff-only information, and resources for the public. She showed the draft pages, which had board profiles and photos; staff page had policy and human resources information. Stefanie Woodhouse said it's great to know the other board members, who are not on the committee. Mary thanked Kelley, Allie, and Erik for their work. Pat Cronin wondered if we should add staff photos to their page. It would help us recognize each other and we already have the ID photos. Matila suggested that staff would much prefer to have personal photos rather than ID photos.

Erik described what he plans as a platform for parents. As the next step in the technology plan, it will be a place where parents can login to see classes, perhaps a self-directed website with discussion boards and additional support for parents. We will be doing focus groups to find out what our constituents think of us. Sarah thanked Erik for all he is doing.

ISSUE #7 – Famfest and Lace Up Update

SUMMARY OF DISCUSSION: Kelley began the discussion, stating that FamFest is not viable this year. It would be nice to do Lace Up this fall. Other organizations are having local events in person and it would be great to have Lace Up in person. Mary pointed out that permits are not open (in terms of FamFest) but we would like to plan Lace Up. Sarah wondered about when, and suggested Thanksgiving. Stefanie Woodhouse pointed out that there are two very different audiences for Sip & Savor and Lace Up, couldn't they both be in October? As for Thanksgiving, people are already involved in Turkey Trots.

Mary stated that we'll have to give thought to it – how to do it without closing the roads. Kelley mentioned that we'd have to use a timing company to time the race. She also pointed out that October is marathon month, and wondered about late September or the beginning of November. Jennifer Bowers suggested Halloween might be a good time. Mary pointed out that we will have to look out for different routes. Tom talked about his former neighborhood, Roland Park that would put on a Halloween march for the kids and end up at a party in his back yard. Brad pointed out that the fall is going to be very crowded with promotional events and Xandy added all the postponed weddings. Stefanie Woodhouse noted that doing a virtual event had been very successful and that we had been able to reach people outside Baltimore. Mary wondered if we could even think about a summer event. We'll have to consider further.

Mary told the Committee that Allie will be in touch with everyone.

The meeting adjourned at 9:30am.



SIP & SAVOR

AT SAGAMORE



10.09.21

REVEL IN COMMUNITY • THE FAMILY TREE

October 9th, 2021

The Family Tree is excited to introduce our new, outdoor, casual event! **Sip & Savor - Revel in Community** will feature specialty food and drink stations, live music, and the stunning ambience of **Sagamore Farms**. In addition, we will be commemorating the retirement of our Executive Director Pat Cronin. Join us to celebrate our resilience, focus on the future, and respond to the critical needs of Maryland's families as they recover, regroup and restart.

Event Co-Chairs:

Becky & Ashton Newhall, Susan & Steve Shaw, and
Kim & Mohan Suntha

The Cause

There are nearly 60,000 reports of child maltreatment each year in Maryland. For every reported case of abuse, two go unreported. The hardships of the pandemic have made this past year particularly challenging for families, with many parents and caregivers struggling to build safe, stable homes at a time when nearly everything has been turned upside down. Through parenting classes, home visits with registered nurses, parent support groups, counseling, a 24-hour Parenting HelpLine, and more, **The Family Tree** leads Maryland in preventing child abuse, connects caring communities, and builds strong families to improve society for generations.



The Family Tree

Raising families up.





REVEL IN COMMUNITY • THE FAMILY TREE

Presenting Sponsor \$100,000

- Recognized as Presenting Sponsor of the event
- Receive 10 event tickets
- Reserved table for gathering with wait staff
- Premier Recognition as a Presenting Sponsor at the Event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

Cornerstone Sponsor \$50,000

Provides 600 home visits to vulnerable mothers, empowering them to raise a healthy baby.

- Opportunity to underwrite one of our specialty food or drink stations.
- Receive 10 event tickets
- Reserved table for gathering with wait staff.
- Premier Recognition as a Cornerstone Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

Reveler Sponsor \$25,000

Provides 150 positive parenting sessions for at-risk mothers & fathers.

- Receive 8 event tickets
- Reserved table for gathering
- Special Recognition as a Reveler Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

Connector Sponsor \$10,000

Provides 170 family education sessions for children & their parents.

- Receive 6 event tickets
- Reserved table for gathering
- Recognition as a Connector Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

Merrymaker Sponsor \$5,000

Provides 24/7 HelpLine support for 150 callers needing information, support or crisis counseling.

- Receive 4 event tickets
- Recognition as a Merrymaker Sponsor at the event
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

Gather Sponsor \$2,500

Provides the community with 190 hours of child abuse prevention training.

- Receive 2 event tickets
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads, and our annual report.

To learn more, contact:

Kelley Harrison
Special Events Manager

443-451-9532
kharrison@familytreemd.org



REVEL IN COMMUNITY • THE FAMILY TREE

Sip & Savor - Revel in Community

Saturday, October 9, 2021

RESPONSE FORM

- | | |
|--|-----------|
| <input type="checkbox"/> Presenting Sponsor | \$100,000 |
| <input type="checkbox"/> Cornerstone Sponsor | \$ 50,000 |
| <input type="checkbox"/> Reveler Sponsor | \$ 25,000 |
| <input type="checkbox"/> Connector Sponsor | \$ 10,000 |
| <input type="checkbox"/> Merrymaker Sponsor | \$ 5,000 |
| <input type="checkbox"/> Gather Sponsor | \$ 2,500 |

Name _____

Please print name as you wish to be listed on the event invitation and program.

Address _____

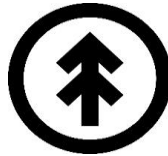
City/State/Zip Code _____

Email _____ Telephone _____

Please make checks payable to The Family Tree, 2108 N. Charles St., Baltimore, MD 21218

Fax: 410-637-8385

The Family Tree is a 501(c) (3) nonprofit, tax-exempt organization.
Contributions to The Family Tree are tax deductible to the fullest extent allowed by law.



The Family Tree

Sip & Savor Sponsors

Sponsors	Amount
Sherman, Betsy & George	\$100,000
Cowie, B.J. & Bill	\$50,000
Taco Bell/Aarsand & Company	\$50,000
Gore, Paula & Kyle/CGA Capital	\$15,000
Aarsand, Jeanne & Kurt	\$10,000
Nachbahr, Erik	\$10,000
Brinkley, Doug & Ellen	\$7,500
Macks, Larry & Ellen	\$7,500
Murphy, Sean/T-Rex Solutions, LLC	\$7,500
Graul, Dennis/Graul's Market	\$5,000
Peltier, Laurel & Tom	\$5,000
Shaw, Susan and Steve	\$5,000
Bauer, Sally	\$2,500
Exchange Club of Baltimore	\$2,500
DeCosta, Eric & Lacie	\$2,500
Hayes, Charlene & Floyd	\$2,500
McDonald, Tom & Jamie	\$2,500
McIntyre, Hunter	\$2,500
Roebuck, Charles and Lee	\$2,500
Waesche, Xandy & Roger	\$2,500
TOTAL	\$292,500

FY2021 Marketing Plan Reports

FY2021 Marketing Plan Reports										
Development Goals		9/8/2020	11/3/2020	1/12/2021	5/4/2021	Total to date	FY21 Goal	Until Goal	FY20 Final	
	Increase online gifts	12	248	76	24	360	415 Gifts	55 gifts	356	
	Increase monthly donors	9	0	0	9	9	15 monthly	6 donors	7	
Marketing Goals		9/8/2020	11/3/2020	1/12/2021	5/4/2021	Total to date	FY21 Goal	Until Goal	FY20 Final	
	PR Mentions	1	2	0	0	0	10	7	9	
	Grow Email List	4,576	5,598	6,393	6,614	6,614	6656	42	4260	
	Grow Social Media						See Other Spreadsheet			
Program Goals		9/8/2020	11/3/2020	1/12/2021	5/4/2021	Total to date	FY21 Goal	Until Goal	FY20 Final	
	Increase online class attendance	49	153	176		176	350	197	68	
	Increase hours of KCP served	248	531	1370		1370	1500	130	1,270	

FY2021 Social Media Metrics

FY20 Final 7/31/2020 8/31/2020 9/30/2020 10/30/2020 11/30/2020 12/30/2020 1/31/2021 2/28/2021 3/30/2021 4/30/2021

Audience: The current number of followers on your social media accounts												Goal	% to goal
Facebook	1950	1,966	2,309	2,320	2,332	2,356	2,362	2,369	2,371	2,385	2,396	2925	46%
Instagram	665	684	701	715	726	739	747	762	778	789	800	865	68%
LinkedIn	401	399	402	407	408	411	413	414	418	425	428	502	27%
Twitter	1358	1360	1357	1365	1363	1366	1366	1365	1367	1369	1368	1697	3%

Interactions: This shows the number of likes, comments, and reactions to your published posts.													
Facebook		268	294	221	320	271	149	198	121	100	117		
Instagram		106	172	185	224	229	200	154	106	194	198		
LinkedIn		24	21	27	31	17	14	21	23	8	17		
Twitter		10	18	21	12	19	14	12	21	23	11		

Published Posts													
Facebook		40	41	35	61	46	42	39	31	47	50		
Instagram		9	16	19	33	28	21	17	15	27	33		
LinkedIn		16	23	22	36	27	25	24	23	34	34		
Twitter		16	24	22	34	27	24	25	21	34	33		

Clicks: The number of clicks on posts published through HS. (Instagram not included)													
Facebook		60	78	109	97	56	36	47	182	31	35		
Instagram													
LinkedIn		6	8	3	59	2	1	2	2	2	5		
Twitter		23	37	31	2	50	51	54	34	46	26		

Impressions: The number of views that posts on your company pages receive.													
Facebook		14,865	12,759	11,517	14,040	15,352	9,746	9,185	7,478	9,083	6,511		
Instagram		1,380	2,377	2,450	3,681	3,304	2,537	1,990	1,612	2,834	3,026		
LinkedIn		778	638	642	529	419	332	399	385	392	467		
Twitter													

Shares: The number of published posts that were shared.													
Facebook		106	86	82	97	103	75	65	44	57	33		
Instagram													
LinkedIn		2	5	2	0	3	1	1	11	3	2		
Twitter		4	11	11	15	3	6	4	2	17	6		



The Family Tree

Raising families up.

FY21 Communications Update

Important Metrics to Note:

- Audience is continuing to grow
 - Facebook – 2,396, 46% to goal of increasing by 50%
 - Instagram – 800, 68% to goal of increasing by 30%
 - Twitter – 1,368, 3% to goal of increasing by 25%
 - LinkedIn – 428, 27% to goal of increasing by 25%
- Number of “impressions” (people who saw our posts in the last 30 days):
 - Facebook: 6,511
 - Instagram: 3,026
 - Linked In: 467

Blog Updates:

Check out our blog: www.familytreemd.org/blog

- Published 9 Blogs from February 6 – May 3
 - February 9, Announcing Pat’s Retirement
 - February 18, Focus on Healthy Relationships
 - February 26, Celebrate Black History Month by Raising Anti-Racist Children
 - March 4, Children’s Social and Emotional Health
 - March 11, Women’s History Month
 - March 24, Selecting Appropriate Child Care
 - April 2, Healthy Ways to Discipline your Child
 - April 22, The Family that Volunteers together Stays Together
 - April 26, Problem Gambling and Child Abuse

Child Abuse Prevention Month Recap:

- 22 Social Media Posts
- Reach:
 - 4,511 people on Facebook
 - 2,015 people on Instagram



SPRING

NEWSLETTER



Dear friends,

Spring is a time of renewal, fresh starts, and opening ourselves up to new possibilities. As we head into the second year of this pandemic, it's worth taking a moment to reflect on all we have been through together, and find hope and inspiration in the flowers blooming all around us. With more and more people able to get vaccinated, we are finally able to see glimpses of new path forward. And yet, for so many Maryland families, the past thirteen plus months have left permanent scars that will take much more time, love, and support to fully heal. Thus, as we continue to work together as a community during this difficult, but more hopeful time, let us remember that the work building resiliency is ongoing. Thank you for your commitment to our work, and thank you for helping all of us stay strong day after day.

Sincerely,

A handwritten signature in blue ink that reads "Pat".

Pat Cronin



Child Abuse Prevention Month

Today marks the end of the year's Child Abuse Prevention Month Campaign. We are honored to be a part of Prevent Child Abuse America's #GrowingBetterTogether Campaign. We hope you followed along on [our social media](#) pages. [To learn more about the campaign, click here.](#) Together we are Unearthing the Possibilities for Maryland's children. We loved the Campaign's spirit and vision! Thank you for being part of the solution.

[Click to view the full campaign](#)



ACEs Training Partnership with MSDE

A key step to heal and build resiliency around Adverse Childhood Experiences (ACEs) involves giving more professionals the skills and knowledge necessary to meet the needs of both children and adults dealing with past and present trauma. Through The Family Tree's Training Institute, we are proud to report that we've begun training a second cohort of statewide staff at the Maryland State Department of Education (MSDE) in the ACE Interface program. These trainings uncover the roots of trauma, how children's brains and bodies respond, and will empower MSDE staff to become ACEs presenters themselves, thereby continuing to spread this vital information far and wide.

Maryland Parent Leadership Annual Awards Ceremony

April 17th, 2021



Maryland Parent Leadership Team

This year has been a busy one for the amazing volunteers behind our Maryland Parent Leadership Team! The team has been hard at work presenting Virtual Parent Cafés, which are incredible opportunities for parents to get together in a safe, welcoming, and nurturing environment and share their struggles, joys, hopes and dreams.

Plus, the entire MPLT community recently got together virtually for their Annual Awards Ceremony, with featured speaker Michelle Daniels, an entrepreneur and mental health professional.

To learn more about the next Virtual Parent Café coming up in May, click button below:

Register for the next Virtual Parent Café

THANK YOU, VOLUNTEERS!

WE COULD NOT DO THIS WORK WITHOUT YOU.
THANK YOU FOR BEING PART OF THE SOLUTION!



In addition to Child Abuse Prevention Month, April is National Volunteer Month. We are grateful for all of the volunteers and interns that dedicate their time and passion to the Family Tree and our mission.

Plus, the Family Education Department has selected three interns to begin summer and fall this year. Please welcome Diego, Brianna, and Sheree to the Family Tree family. Also, sadly it is almost time to say goodbye to interns Mattie in Family Education and Joshua in BCCRC. Thank you Mattie and Joshua for working hard this year and for being the first virtual interns of the Family Tree. We know you will be successful in your next adventures.

Finally, a special thank you to the 218 volunteers who made a difference for our families in 2020. We are so grateful for your contributions, and we couldn't have made it this far without you.

For more info on how to volunteer, contact:

Lindsay Jacks

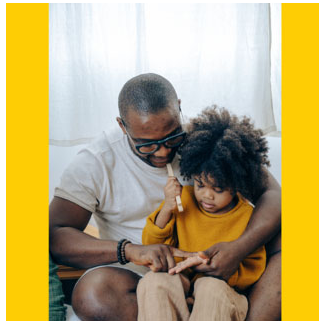
ljacks@familytreemd.org

Join us!

Sign up to volunteer!

Latest from the Blog

Check out our latest parenting tips, program updates, parent stories, videos, and more. Visit familytreemd.org/blog!



[Problem Gambling and Child Abuse and Neglect](#)



[The Family That Volunteers Together Stays Together](#)



Healthy Ways to Discipline Your Children



The Family Tree, 2108 N Charles St., Baltimore, MD 21218, 410-889-2300

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