

# **IMIA FUNDRAISING COMMITTEE MINUTES**

**3/13/2013 @ 1000 MST**

## **PRESENT:**

- Cynthia Hermosillo (Chair)
- Lola Bendana (IMIA President)
- Juana Horton (IMIA Treasurer)
- Ivan Borshchevsky
- Serene Su

## **ITEMS DISCUSSED:**

1. Need for more members to join fundraising committee could be made possible by:
  - a. ▫ Highlighting benefits to members on IMIA website
  - b. ▫ Specify what committee members' expected responsibilities and commitments are for committee tasks
  - c. ▫ Collaborating with State Chapter Chairs to encourage members in their respective states to join (goal is at least 3 per state)
2. Need for a secretary and vice chairperson (Ivan Borshchevsky has expressed interest)
3. Need for further information on goals to be set (previously set at \$25000 annually)
4. Juana Horton will support as mentor for committee chair Committee meetings should be only 30 minutes in length each month
5. Working closely in conjunction with events committee for fundraiser initiatives to be advertised and promoted
6. Implementation of low time consuming but high return of fundraising initiatives (ex: Scentsy, Arbonne, Pampered Chef products/programs)
7. Each fundraiser initiative shall be with a specific goal set as pertains to how funds will be utilized by IMIA – this encourages transparency and targeted advertising of fundraising initiatives for promoting increased participation
8. Advertise fundraising initiatives on all social media networks not only from members
9. Initiate International fundraising programs

## **ACTION ITEMS:**

1. Nomination of vice chair and secretary to present to the Board first week of April
2. Ivan Borshchevsky to submit for vice chair
3. Google group for fundraising committee? - Lola will inquire with Kyra
4. Juana Horton will continue to serve as Mentor for committee
5. Cynthia will look into product fundraising programs for Lola to present to board in April for consideration

## **Next meeting:**

Wednesday, April 10, 2013 @ 1000 - 1030 MST