

# Fundraising Minutes

5/8/2013

12 noon EST to 12:35

by; Juana Horton

Attended by: Lola(IMIA), Juana(IMIA mentor), Emily Paul(committee member), Serene Su(joined for a minute but had trouble re-joining)

The committees chair, Cynthia Hemorsillo, resigned and Juana as the IMIA mentor is temporarily the interim chair.

A call needs to be put out to try to recruit a chair, vice chair and secretary for this committee.

Emily, stated that it would be a great idea to reach out to the US chapter chairs to communicate to all individual state chairs, to help in executing a simple silent auction/raffle at all IMIA events in their state.

A discussion also reviewed the possibility of having IMIA bumper stickers, buttons, key chains for sale at these events. One person representing the IMIA would be the keeper of these items to be able to sell at the events and would send to the IMIA the funds.

Another possibility is to also have the US chapter chairs for all chapters, engage other Interpreter Associations in their state, and to be part of their

events and vice versa and thus sell the IMIA items, and also serve as a recruiting vehicle for IMIA membership at these other events.

These were all great ideas and Emily will be sending a strategy report so that we can finalize it and send it on to the US chapter chairs for future implementation.

Previously, the committee discussed the following items:

Items discussed:

Need for more members to join fundraising committee could be made possible by:

- Highlighting benefits to members on IMIA website
- Specify what committee members' expected responsibilities and commitments are for committee tasks
- Collaborating with State Chapter Chairs to encourage members in their respective states to join (goal is at least 3 per state)
- Need for a secretary and vice chairperson (Ivan has expressed interest)
- Need for further information on goals to be set (previously set at \$25000 annually)
- Working closely in conjunction with events committee for fundraiser initiatives to be advertised and promoted

Implementation of low time consuming but high return of fundraising initiatives (ex: Scentsy, Arbonne, Pampered Chef products/programs)

- 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 increase participation
- Advertise fundraising initiatives on all social media networks not only from members
- Initiate International fundraising programs