

Development Committee

April 3, 2017

The Committee met and completed a pre-opening game plan to push for new patients and donations. The outline is as follows:

First Event

Sneak Peak of the Future of Healthcare in the Mascoma Valley

Great success – about 200 people

Second Event

New Patient Days

Event on either May 13 to show Health Center with all equipment and all personnel to date. New Patient information packets and application forms will be available. A schedule of New Patient Days and times will be given out. Roll out telephone number. Show history video if complete. List opening services. Talk about health records and insurance. Refreshments. Health information Fair featuring other resources will also be running.

Media campaign will be similar to the first campaign and include brochures, patient packages, magnets, flash emails list serv, paper announcement and 2 ads, public service announcements on 3 radio stations, flyers in schools, churches and agencies.

Third Event

Grand Opening

It will be held during June. Public invited, tours, meet and greet with all staff on board, tri-fold brochures, magnets, patient packets, all donors invited and recognized, North Branch, Randy Cole and Dignitaries introduced. Show video 1 in side room. Show video 2 in second room if complete. Refreshments. Fundraising tables.

Video

Mike is working with Curtis to do the story boards for two videos – history and the future.

Other

There was discussion about running a polo meet. The emails indicate that the work for the committee and board would be too extensive at this time. There is an interest in working with Katie Jopek to organize some type of community sports even that would be a fundraiser and require less board work.

Focus will be on new patients first and donations second through June, July and August. Large grants will start in August.