


STRATFORD GENERAL HOSPITAL
Foundation 
"People Caring for People"

NOTICE OF MEETING AND AGENDA
RESOURCE DEVELOPMENT /
PUBLIC RELATIONS / IOH STEERING COMMITTEE

A meeting of the members will be held on
Wednesday, February 28, 2024 at 12:00 noon
(lunch served at 11:45)
SGHF Board Room

A G E N D A

- 1. In Our Hands Campaign Update** **(Discussion)**
 - IOH Core Cabinet Update
(Discussion)

- 2. Resource Development** **(Discussion)**
 1. Explore new sources of revenue

- 3. Special Events** **(Discussion)**
 2. Stratford Home Show- April 13th-14th, 2024
 3. New Cancer Care and Ambulatory Clinic & Co-located Pharmacy Unit
 - Municipal Hard Hat Tours
 - Ribbon Cutting / Grand Opening Ceremony in June 2024: *Invite Only*

- 4. Public Relations** **(Discussion)**
 4. Communication Metrics Report
 5. Social Media
 6. Advertising
 7. Radio ads
 8. Donor Recognition Refresh

- 5. Annual General Meeting/ Donor Impact Celebration** **(Discussion)**

- 6. Adjournment** **(Motion)**

Mrs. Cheryl Hunt, CVA
Executive Director

RSVP to 519-272-8210 Ext. 2626 or by email to merle.clarkson@hpha.ca

STRATFORD GENERAL HOSPITAL
Foundation 

“People Caring for People”

MINUTES OF THE MEETING OF THE
RESOURCE DEVELOPMENT/ PUBLIC RELATIONS COMMITTEE
HELD WEDNESDAY, OCTOBER 25, 2023
SGHF Board Room

PRESENT:

Mrs. B. Thibeault, <i>Board Chair</i>	Mrs. C. Hunt, Executive Director
Mr. M. Rees	Ms. M. Clarkson, Foundation Assistant/ Recording Secretary
Mrs. J. Smelski, <i>Committee Chair</i>	
Mr. R. Gould	
Mr. P. Roulston	
Mr. H. McDonald	

REGRETS:

Mr. A. William
Mr. M. Ritsma
Mr. J. Frank
Mr. R. Orr

COMMITTEE

CHAIR WELCOME:

Mrs. J. Smelski welcomed the committee.

IN OUR HANDS CAMPAIGN UPDATE:

Mrs. C. Hunt gave a list of recent updates:

- 10/17 IOH Core Cabinet Meeting was cancelled, next meeting 10/31
- The last RD meeting reported 80% of goal. The IOH total is now at 88% of goal.
- Some recent gifts: \$12,000+ estate, \$30,000 VSGH pledge payment, \$10,000 Optimist Club of Shakespeare, \$81,000+ estate, \$10,000 RCL Branch 8, Tradition Mutual \$55,000+, Windmill Gardens \$2 Million, Art’s Rec Centre \$10,000, and the Hunt Family \$10,000.
- Ongoing gift stewardship: Estates (\$60,000+), Local Club organization that has recently dissolved.
- Reports from 2023 Spring Mail outs-Spring Appeal: \$65,195 with 272 Donors (7 new) and Spring Monitor: \$21,296 with 68 donors.

RESOURCE

DEVELOPMENT:

Mrs. C. Hunt updated the committee on outstanding proposals: Ladies Auxiliary- Legion, Hog Jog 2024 (MRI ask). She let the committee know that there is a pause on proposals during the leadership transition, and while the Community Giving Manager position is vacant.

Regarding the proposals to Financial Institutions, Mrs. C. Hunt let the committee know she is in-planning with Dana B. of HP-Centre to receive items for the Youth Mental Health proposal to RBC.

Mrs. C. Hunt also made a note about the municipal giving strategies, stating the Strategic Planning/Nominating committee discussed budget timelines for the municipalities and to develop a strategy for timing of campaign asks. Discussion ensued regarding municipal giving totals during the past capital campaign.

**SPECIAL
EVENTS:**

- The SGHF Board Christmas lunch is booked for December 5th at the Arden Park hotel.
- Hard Hat Tours for Donors, SGHF Board, Physician Group- TBC: January 2024. Van Nes family and Windmill Gardens to be included in the first round.
- Ribbon Cutting /Grand Opening Ceremony- Invite Only, Key Donors May or June 2024
- Community Tours- working with infection control, this may or may not occur before occupancy.
- Art Sale- took place 10/20 at Arden Park, 11/3 and 11/6 scheduled on-site for staff, then possible online auction hosted by VSGH.

**PUBLIC
RELATIONS:**

- Social Media, Website, and eNews analytic tools are being reviewed by Ms. M. Clarkson and a report template is being drafted.
- Radio Ads- Mayor Martin Ritsma has recorded a recent ad in support of the IOH campaign. Strategy ongoing for Board or Donors.
- Donor recognition refresh- ongoing.
- Speaker's Bureau: Recent presentation to St. Andrews Presbyterian church by Mrs. C. Hunt and Mr. R. Gould.

**ANNUAL
GENERAL
MEETING:**

There will be a recommendation from the Strategic Planning/Nominating Committee to the Board of Trustees to have an in-person AGM in June 2024. It was proposed that in lieu of a hired guest speaker, a panel of hospital department heads are recruited to report to our donors on the various investments that have been made to our hospital during the last 5 years.

**MOTION TO
ADJOURN:**

It was **MOVED** by Mr. M. Rees, **SECONDED** by Mrs. B. Thibeault and **RESOLVED** to adjourn the meeting.

CARRIED

ADJOURNMENT: The Resource Development meeting was adjourned at 12:52 p.m.

Mrs. J. Smelski, Meeting Chair

Ms. M. Clarkson Recording Secretary

Communications Report

Facebook and Twitter



REACH/IMPRESSIONS

Reach is the total number of people who see your content. **Impressions** are the number of times your content is displayed, no matter if it was clicked or not.

ENGAGEMENTS

"Love", Emoji Reactions, Comments and "Likes"

CLICKS

Post interactions, and link clicks to a website, donation page, or "read more"



FACEBOOK January 2024: 2,180 Followers

18-Dec	Orr Insurance & Family \$100,000 Pledge	REACH 1673	273 reactions, comments, shares
08-Nov	Teutonia German Canadian Club	REACH 1189	95 reactions, comments, shares
16-Oct	Optimist Club of Shakespeare	REACH 1454	102 reactions, comments, shares

October 11 2023 to Jan 08 2024: 866 Reactions, 87 Comments, 46 Post Shares

Post Engagements- 2,087

Av. Post Reach- 10,000, Page Likes- +15 NEW



TWITTER October 2023 to January 2024

TOP Impressions: December with 1,240 New Followers +2 in October



eNewsletter

Our audience- donors and website visitors who signed-up plus Board Members, and HPHA Stratford Site staff.



Instagram Followers:

As of January 2024, **511**



LinkedIn Followers:

As of January 2024, **141 (+6 new)**

(+ HPHA Board and Over 1000 HPHA Stratford Staff)

December 07 2023- Holiday Update **1244** Link Clicks **34**

December 27 2023- Year-end Reminder - **1221** Link Clicks **22**

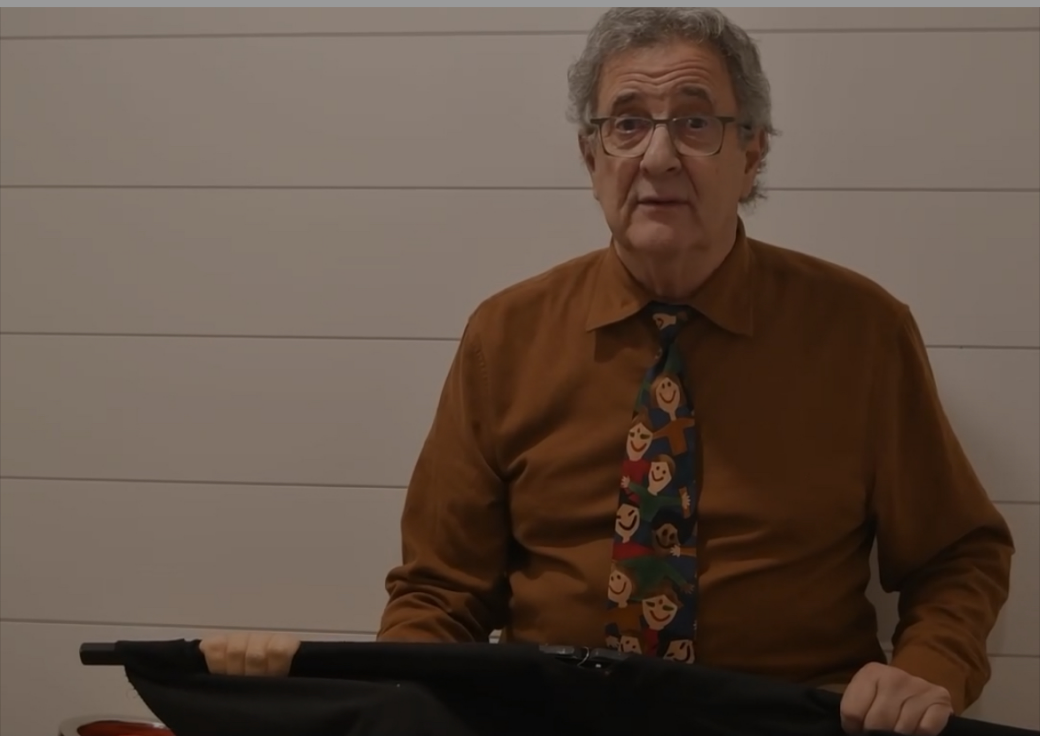


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  3

2 shares 112 views



Total insights

See more details about your post.



People reached

320

Post engagement

20