

Outreach Committee Report – November 2006

Summary of Meeting:

The Outreach committee discussed ways to increase our visibility in the community. One good way would be to spread the word about our gift-wrapping work to the media. We are also looking into affiliating with other national groups. Last year, our booth at the Fremont Fair provided an excellent outreach opportunity. We are planning to attend the Fair again in 2007, and are also exploring other festivals or parades we might participate in.

If you would like to help with the Outreach committee, contact Shellie for more information.

Other Notes:

- Discussed Affiliations with other groups. See if Shellie can get information about various groups to review at the next board meeting.

-Our website is now linked on the new Dawkins Foundation website, which has directed quite a bit of traffic.

-Decided it would be a good idea to send a press release about our gift-wrapping. Craig said he would draft one. Wendy to explore her media contact.

Action Items:

Craig:

Draft a Press Release about the Giftwrapping.

Shellie:

Get affiliation details for national groups.

Megan:

Send Craig Giftwrapping info for P.R.

Wendy:

Ask her media contact about newsworthiness of Giftwrapping story.