

*Long Term Care*  
**OMBUDSMAN**

**Development/Marketing Committee Meeting**

November 18, 2010

Present: Ray LeZak, Jill Fowler, Bob Rolan, Susan Griffin

The committee reviewed and approved the Holiday Card. It will be e-mailed to all board, volunteer, related organizations for which/whom we have e-mail addresses, and printed hard copy only for volunteers without e-mail.

The committee also reviewed and approved the Holiday Donation letter. It will be sent to everyone on the current donor list, plus the Board of Trustees, plus volunteers. It will be sent the last week of November.

Susan is working on a draft Marketing and Development plans from the operational plan she is developing from the Strategic Planning retreat. This will be reviewed by the committee at the next meeting.

Bob noted some online donation software that he had brought to the committee's attention in the past. He will send this information to Jill and Susan. Susan noted that the LTCO website will be completely revised and that she will address the donation options in that process. We can currently receive donations through the website.

Additional committee members are needed; they do not have to be board members. We need people with expertise in the committee's focus areas. Any suggestions should be forwarded to Jill. The next meeting will be set once some other members have been identified.