



IMERMAN  
ANGELS

MARCH 8<sup>th</sup>, 2016

IMPACT COMMITTEE MEETING



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# AGENDA

# Tonight's Agenda



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TOPIC	PRESENTERS	TIME
Welcome & General Announcements	Ben Bornstein	6:00
Team Imerman Angels	Dave Louthan	6:10
Social Media Engagement	Jeanne Long	6:20
Corporate Engagement	Erin Leyden	6:30
Blue and White	Erin	6:40
Marketing Piece	Erin	6:50
Action Items	Jeanne	7:05
Meeting Adjourn	Jeanne	7:30

# Team Imerman Angels

## Bank of America Chicago Marathon



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- **Making a Difference**
  - [Inspiration from 2015](#)
  - \$330,000 raised, nearly 1000 matches
- **230 Guaranteed Entries in 2016**  
**(A new record!)**
  - Projected fundraising of \$437,500
  - 1,250 matches covered (\$350/per match)
- **Benchmark dates: use them or lose them**
  - 105 need to be filled by April 12 or we lose all remaining entries
  - \$220,000 impact (628 matches)



# Social Media Engagement



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- We are all “Mission Ambassadors”
- Follow all properties
- LinkedIn focus– 414+ million professionals!
- Share, like, and comment on existing content
- Create original narratives
- Add photos and links
- Follow Social Media Policy
- CURE Magazine opportunity



# Corporate Engagement



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- Connecting Imerman Angels to your Employer
- Wellness speaking engagements for Jonny
- Stand Out Against Cancer
- Employee matching programs
- Corporate team challenges with Team Imerman Angels
- Company allotment of volunteer hours
- Introduction to Human Resources
- Pro bono work
- Support of events (funding or attending)

# Blue & White Party

March 24, 2016



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- Godfrey I|O
- Company promo codes
- Still in need of more beer and wine sponsorships
- DJ referral
- Raffle items are welcome
- Celebrity contacts

# Marketing Piece



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- 2-sided glossy
- Front side
  - History, why we started
  - Mission statement
- Back side, Infographic
  - Cancer stats
  - How many people we have helped
  - How many volunteers/Mentor Angels
  - Stats on Emotional Support
  - Financial pie chart
  - \$350 per match
  - Infographic <https://youtu.be/D51SGtPBn6c>





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# ACTION ITEMS



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THANK YOU,  
IMPACT COMMITTEE

NEXT MEETING:

April 12, 2016