

MINUTES

Members Meeting

10:00, Thursday 10th January 2019

Via GoToMeeting



Present

Sarah Colombini

Heather Rogers

Tom York

Simon Francis

Ian Morton

Nancy Platts

Helen Donohoe

Louise Akers

Delia Antoine Burdett

Beth Andlaw

Nicola Putnam

1. Review of last meeting's minutes

Outstanding actions:

- **All** to complete a case study in the pro-forma provided by 11 April
- New charity offer – **SF** to circulate for comment by end January
- Research on fundraising – **BA** to contact Charity Comms and feedback
- Are social enterprises ready for comms health check – **SF** to draft and circulate for comment by end January

2. The Rooftop

- Selling sponsorship is now available, Members to receive 5% commission on all sponsorship sales.
- **SF** to circulate target list and **ALL** to review and cherry pick organisations they have ins with.
- **SF / SC** to have feedback call with Lottery and try again – advice from NPI to keep going!
- **SF** to circulate examples of The Rooftop's impact. Initial examples available here: <https://therooftop.news/2018/12/31/the-rooftops-year-in-review/>

3. Freedom to Campaign guide

- Now had 2,000 users. **NPI** to update based on Electoral Commission feedback by end January.

4. Stakeholder outreach

- PRCA. **SF** to circulate event dates
- Charity Comms. **SF** to write blog post. **BA** to confirm options for involvement in 2019.
- UniversitiesUK / CASE etc. **IM** to chase CASE re featuring The Rooftop In their newsletter
- Charitable Foundation Comms Group. **NPU** to offer talk on The Rooftop and getting positive news out there.
- Association of Charitable Foundations, **NPU** to tailor charity comms blog and offer to ACF. Annual conference is in November.
- ACEVO. **SF** to check stats on test marketing push

- Campaigners' Forum. Conference due to take place 9-11 April.

5. Business Development

Other specific leads were discussed and actions agreed.

6. Next meeting

11 April 2019, Free Word Centre