

Heroic Girls Foundation Board Meeting Minutes: November 18, 2023

*This meeting took place over a Google Meet video conference.

I. Call to Order

The meeting was called to order at 2:10 pm.

II. Approval of the Agenda

The primary focus of this meeting is to create goals and define our focus for 2024.

III. 2024 Goals

- A. Launch Scholarship Program - February 2024
- B. Heroic Girl of the Month
- C. Monthly Communication
- D. Girl Scout Badge
- E. David Lubin Book Club
- F. Quarterly Fundraising
- G. Create Fundraising Letters
 - 1. Asking for donations for auction items
 - 2. Promotions from strategic partners
 - 3. End of Year Donations
- H. Quarterly Outreach Events

IV. 2024 Planning

- A. Events
 - 1. San Diego Comic Con
 - 2. Crocker Con
 - 3. Wonder Con
- B. Programs
 - 1. Scholarship Program
 - 2. Girl Scout Badge Program
 - a) Badge Events
 - b) Media: girls interview women in media (writers, media creators, etc.) and women breaking barriers (such as women succeeding in traditionally male-dominated fields)
 - 3. #morethancute
 - 4. "Half the Shelf"
 - 5. Book Club
 - 6. Long Term: Academic Studies

C. Content

1. Panels
2. Social Media
3. Media Reviews
 - a) Books, comics, film, television
4. Interviews with women
 - a) Media creators
 - b) Women breaking barriers
5. Heroic Girl of the Month

D. Fundraising

1. Big Day of Giving
2. Online (donations through Facebook, website, etc.)
3. Merch sales
4. Sacramento Comedy Spot
5. Local Cons
6. Art Auction (auction off art or autographed items)
7. Movie Screenings?

E. Strategic Partnerships

1. Empire Comic
2. Girls Can Draw
3. Girl Scouts
4. California Arts Council
5. Sacramento Literacy Foundation
6. Long Term: partner with local schools/Sacramento City Unified School District

V. Open Discussion

A. Other ideas

1. Ask for donations on Giving Tuesday for the scholarship program and a \$25 or more donation gets you a Heroic Girls shirt.
2. John created a calendar of International/National Days/Months so we can post about them on social media - events that relate to our mission statement.
3. Create memes on current events/people and place our logo on it.
4. Reach out to strategic partners or other individuals we have worked with in the past to give an endorsement for Heroic Girls for Giving Tuesday or Big Day of Giving.
5. Possibly reach out to folks as social media moderators: Gabrielle Tenn New, Katie Alford & Melissa Hardenbrook.

VI. Adjournment

The meeting was adjourned at 4:07 pm.

These minutes were submitted and approved by the Board.

Sarah Phillips, Secretary/s
November 18, 2023