

Quarterly Trainer Call- Meeting Minutes

December 13, 14, 15, 2016

Hot Topic: Marketing REST

- **Fundraising Ideas:** share ways that you have been able to fund your REST activities

Recap of Ideas Shared:

- Donation requests: During 'Giving Tuesday' recently – If someone donates \$45 it can go towards a respite worker getting trained, and in return helps 2-3 families receive respite! This helps to show impact of funds –
 - Example in Hawaii, donors can sponsor or provide support for \$12.50/month or \$150/year, etc.
- Thrivent Financial – often offer 'action plans' where a certain amount can be designated can go toward chosen organization.
- Funding through caregiving orgs, such as AARP.
- Funding through Community Foundations
- Funding through Health & Wellness Foundations
- Approach major retail organizations, such as Target, Walmart, Whole Foods, Trader Joes, etc. They often offer small grants from \$500-\$5,000 that go toward community education requirements. Contact them and ask about Community Grants that focus on Health & Wellness
- Take the time to reach out to Starbucks, Dunkin Donuts, etc. to see if they will sponsor your training provide coffee or refreshments, etc. Do a donation ask letter, and you may receive some items.

- **Presentations at Conferences/Workshops:** share ways that you have promoted REST

Recap of Ideas Shared:

- Many trainers have presented on REST training to different workshops. If you do this – we have several presentations we can let you use to adapt to your needs. REST is also working at developing a PPT that you can edit on the Trainer Portal – look for it in early 2017
- Create a You Tube Video to promote your program – Voice of Care, a faith based ministry – has created a commercial on their YouTube channel that is about their program and REST, feel free to use/share as needed:
<https://www.youtube.com/watch?v=U3Z-L5CsUx4&t=3s>
- If you send out newsletters to those you serve – or partners you have, include REST note each month so that you can continually recruit for your program.