

PERSEVERE TOGETHER

2020-21 FPRA Gainesville Chapter Management Report

Respectfully submitted by:
Sarah Coulson, APR
FPRA Gainesville Chapter President



Persevere Together

I can honestly say that going into this year, in the midst of a pandemic, I was nervous about achieving as much as any of the past outstanding Gainesville Chapter Presidents. However, I was immediately relieved and excited for the year after our board retreat. We weren't going to let a global pandemic stop us from achieving our objectives.

One of our proudest accomplishments this year is our **accreditation** efforts. Our Accreditation Director, Kevin Coulson, APR, CPRC, went above and beyond on all accounts. He surpassed his initial objective of gaining two new APRs, with three to date. Not only that, he held multiple group study sessions, provided feedback on panel presentations, and guided applicants every step of the way. Additionally, to support accreditation eligible members across the state, Kevin collaborated with VP of Accreditation and Certification Lisa Murray, APR, CPRC and Nanci Schwartz, APR, CPRC, accreditation and certification chair for the Lake County Chapter, to launch the FPRA's statewide APR Study Session Pilot Program. He currently has one APR candidate and one CPRC candidate in the pipeline. I honestly can't say enough good things about Kevin. In addition to all these accreditation efforts, he managed our chapter's Twitter page, volunteered on the Community Relations Committee, served on the 2021-22 Nominating Committee, helped to support the Golden Image process by securing judges through the local CPRC network, and will be sitting on a CPRC candidate's panel in June 2021.

In addition to our certification efforts, I couldn't be more proud of our **community service** efforts. Our Community Relations Director, Megan Kimmel MacPherson, completely knocked it out of the park! Her and her five committee members provided a highly successful pro-bono public relations campaign for a local non-profit participating in the Community Foundation of North Central Florida's Amazing Give Workday Edition. Megan and her committee's public relations efforts increased the non-profit's donations by 37 percent, and increased their number of donors by 12.5 percent, volunteering a total of 110 hours of their time. Additionally, Megan and her committee offered several one-on-one public relations meetings with local non-profits who were participating in the Amazing Give Workday Edition, along with two virtual "Happy Hour" meetings where any non-profit could attend to ask questions and get tips for increasing donations during the Amazing Give.

Even with all this hard work, Megan and her committee found the time to successfully run a virtual media panel of local media representatives, including Gainesville Sun's Nathan Crabbe, CBS' Aaron Adelson, content strategist Scott Westcott, and was moderated by UF Health's Ken Garcia. All funds raised were donated to an organization participating in the Amazing Give.

It is no surprise that Megan was awarded the 2021 FPRA Gainesville Chapter Rising Star of the Year, and she is also nominated for the 2021 Joe Curley Rising Leader Award. I believe she is deserving of this award because of her passion and ambition to help local non-profit organizations, her success at leading a team, and her consistent demonstration of model professionalism. I have been so impressed by her work!

And lastly, another strength of our chapter this year was our **Image Awards**. Our Image Awards Director, Sarah Carey, APR, was 100 percent dedicated from the second she took on this important board position. Early on, she solidified a strong committee made up of three past Image Awards Chairs, and another dedicated board member. Sarah hit the ground running by solidifying judges and the chapter we would swap judging with (Pensacola).

Her and her committee ran two successful virtual Image Awards Workshops. Sarah's objective was to receive five entries, doing a fantastic job at promoting call for entries at monthly programs, in our bi-weekly newsletters, and on social media, and even making a video encouraging people to enter. Sarah had another objective of getting non-members to submit as well, and she far exceeded that. In total, the Gainesville Chapter received 11 entries, five from members, and six from non-members.

Sarah and her committee did a wonderful job coordinating judging with the Pensacola chapter and I was impressed with the organization, with all the judging performed on time and successfully.

After all this, the committee had the biggest challenge ahead. How to put on a successful Image Awards ceremony virtually? Sarah and her committee worked diligently on an amazing program, presenting the Gainesville Chapter Annual Awards, and six Image Awards via Zoom. The committee gathered sponsorships for giveaways at the end of the ceremony. With 30 people in attendance, the event was a huge success!

Even with Sarah and her committee exceeding both objectives, Sarah also started a historical listing of all FPRA Gainesville Chapter Image Awards winners. So far, she has successfully gathered the winners going back 10 years and counting!

These are only highlights. I am so proud of the Gainesville Chapter Board of Directors for all the hard work, and countless tasks they've achieved, even doing more than what they set out to do. And all with a positive attitude. We said we would "[Persevere Together](#)" at our installation, and we meant it!

Accreditation & Certification

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Launch of the Statewide APR Study Session Pilot Program

To support accreditation eligible members across the state, the Gainesville Chapter's Director of Accreditation, Kevin Coulson, APR, CPRC, collaborated with VP of Accreditation and Certification Lisa Murray, APR, CPRC and Nanci Schwartz, APR, CPRC, accreditation and certification chair for the Lake County Chapter, to launch the FPRA's statewide APR Study Session Pilot Program. Coulson worked to create and edit materials, promoted the program through chapter channels, led the second session and provided assistance and all but one session. Coulson also provided group and individual support to the five Gainesville Chapter members who participated in the statewide sessions.

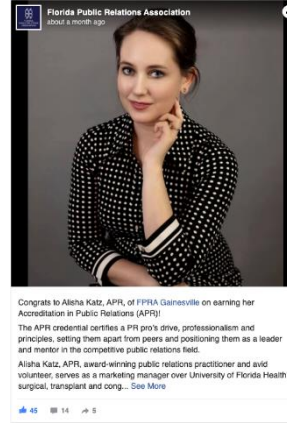
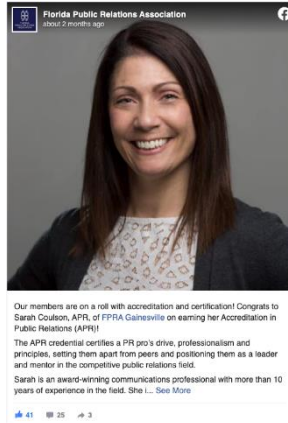


Outreach to APR and CPRC Eligible Members

The Gainesville Chapter director of accreditation spoke about accreditation and certification at the monthly programs in September and October 2020, and March 2021, to generate interest in the processes, solicit participants for both accreditation and certification, and to promote the statewide accreditation study sessions. Coulson also contacted all eligible members throughout the year to encourage participation in specific events and to gauge interest in the accreditation or certification process.

Three New APRs and Counting

As an offshoot of the statewide study sessions the five members participating from the Gainesville Chapter formed a local study group. Although this group operated independently, Coulson joined the initial meeting to answer questions and to provide guidance and resources. As the members were at varying stages of the accreditation process, Coulson worked with each individually, as needed, to help guide the candidates through the process.



To date, the chapter has celebrated three new APRs. Coulson recently began working with a CPRC eligible member following the statewide CPRC info session in March 2021.

Other Duties as Assigned

Coulson has also helped to support the Golden Image process by securing judges through the local CPRC network and will be sitting on a CPRC candidate's panel in June 2021.

Leadership Development

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2020-2021 FPRA Gainesville Board of Directors

President	Sarah Coulson, APR
Immediate Past President	Joey Mazzaferro
President-Elect	Amy Azoulay, APR
VP/Member Services	Joey Martinez
Secretary	Allison Downey, APR, CPRC
Treasurer	Patty Carroll
Director, Accreditation	Kevin Coulson, APR, CPRC
Director, Communications	Rachael Smith
Director, Community Relations	Megan Kimmel MacPherson
Director, Education Services	Angela Chan
Director, Electronic Media	Stephanie Esposito
Director, Image Awards	Sarah Carey, APR
Director, Professional Development	Alex Lucas Flinchum
Director, Programs	<i>Vacant</i>

Board Transition

In August 2020, all outgoing board members held transition meetings with incoming board members to discuss their respective board role procedures. The president held one-on-one meetings with all incoming board members to get to know each member more, and to discuss overall objectives for the year.

We held our joint board meeting at the end of August where our incoming board was invited to attend our final board meeting of the 2019 -2020 term to shadow their predecessors and experience a meeting for those new to the board.

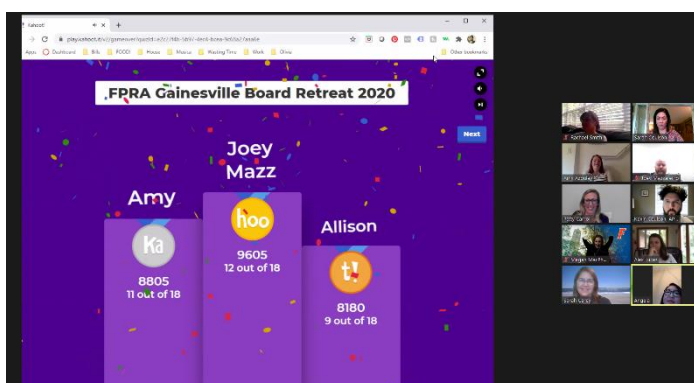
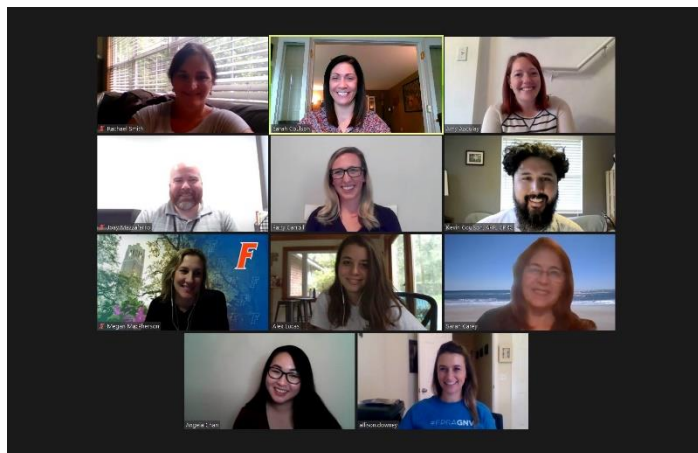
Board Installation

Our year began with the installation of our board during our August program, where we virtually “[passed the gavel](#).” The program also featured FPRA State President Alyson Gernert, APR, CPRC, as she shared her vision for the coming year.



Board Retreat

Shortly after installations, the chapter held their board retreat via Zoom. Each board member discussed two board-related objectives, along with one personal goal for the year. The president shared board-related material via Google Docs so that all members have easy access to documents like the 2020-21 budget, buddy list (each board member is assigned 4-5 “buddies” for the year, contacting their buddies on a regular basis to remind them of upcoming events, to renew their membership, and to form a relationship with each of their buddies), task and event calendar by board member role, board meeting minutes, contact information, bylaws, policies and procedures, logos and style guide. The board then played a fun game of FPRA-themed trivia and Joey Mazzaferro took home the gold (aka gift certificate).



Director of Programs Vacancy

One set back we experienced early on was the Director of Programs moved to another state, leaving this invaluable role vacant. During our board retreat in September, we discussed potential replacements, however, the board made the executive decision to step up and collectively take on the role of Director of Programs. Each board member successfully recruited a speaker for our monthly programs and our operations continued seamlessly.

Mid-Year Board Retreat

In February, we held our mid-year board retreat. Each board member discussed accomplishments made and discussed their biggest issues. The group strategized and developed action items for each issue. We ended with a fun game of Brands Against Humanity.



Leadership Recruitment

The chapter held a leadership recruitment event in April. This event provided an opportunity to discuss each board position, encouraging anyone interested in serving on next year's board to join us. Past President Joey Mazzaferro promoted board positions on the chapter's social, website, and in our enewsletter with a call for nominations, and is meeting with the nominating committee shortly to determine board members for the 2021-2022 term.

Membership Development

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Each year, we look to our annual membership survey and our Past President's Council focus group to guide our objectives for the year and to help us continue to provide the best events and programming possible for our members.

Even with the restrictions of the pandemic, causing us to hold almost all of our events virtually, we gained 11 new members (nine professionals and two students). **Currently, the Gainesville Chapter has 63 members. Last August, we had 59 members.** Going into this year, our main challenge as a chapter was retaining our members and recruiting new ones during the pandemic. We knew it was huge challenge, but with the efforts of our board, I'm proud to say that we have had a successful year in member development!

Membership Scholarships & Renewal Campaign

We continued our tradition of offering two membership scholarships, one for a recent University of Florida graduate, and the other for someone working in public relations at a non-profit organization. We also ran a renewal campaign, offering an incentive of \$50 to one member for renewing their membership before the renewal deadline.



LeadershipFPRA & Annual Conference Scholarships

In addition to the membership scholarships, we once again offered a partial scholarship for the LeadershipFPRA Class V. And finally, in July we will award a full Annual Conference scholarship to a professional member.

Additional Member Scholarship

This year our chapter provided an honorary membership to long-time and dedicated member, Steve Shepherd, to support his continued participation in the chapter.

New Member Development

Gainesville's Board of Directors are ensuring new members are actively engaged by asking new members to serve on committees. The chapter does a great job at highlighting new members in the newsletter and on social. We have a buddy list that we utilize monthly. Each board member has 4-5 "buddies" that they contact on a regular basis to let them know about upcoming programs and events.



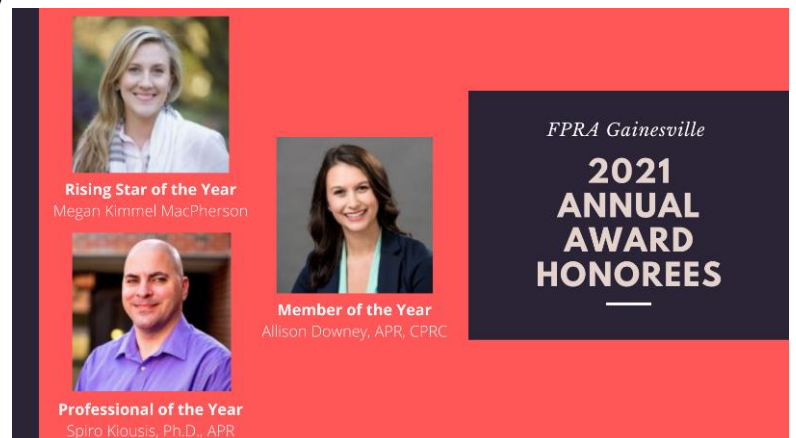
New Student Chapter

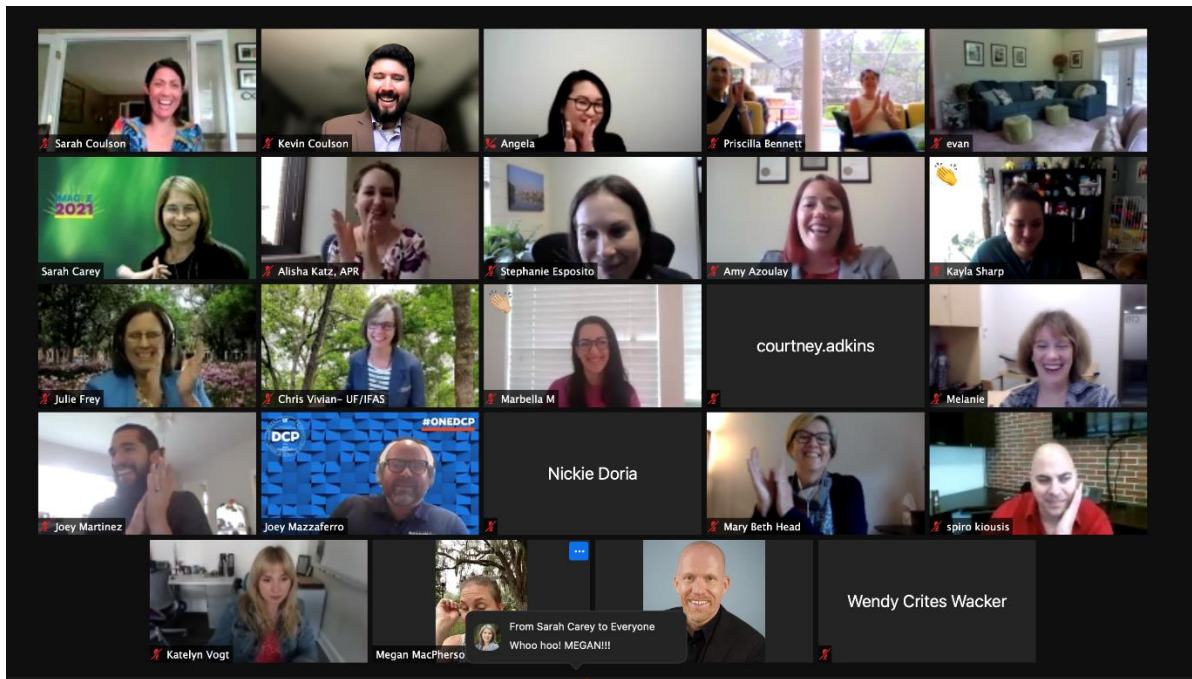
Our dedicated Educational Services Director, Angela Chan, was approached by the current faculty advisor for PRSSA, Mickey Nall, APR, who is also an FPRA member. He inquired if we were interested in starting a student FPRA chapter at UF. During his time at UF and as faculty advisor, he helped start the subgroups for BIPOC, Latinx and Asian students. He felt that with that being fully sufficient, he saw that there would be no competition, which was the common argument previously, with having an FPRA student chapter. With additional help and guidance from the FPRA Gainesville Chapter President, a former FPRA Gainesville Chapter President who currently works in the College of Journalism and Communications at UF (Julie Frey, APR, CPRC), we were able to start the process.

Annual Awards

Each spring we recognize three very special individuals. Here are the recipients of this year's annual awards that were presented at our virtual Image Awards ceremony:

- Rising Star of the Year: Megan Kimmel MacPherson
- Member of the Year: Allison Downey, APR, CPRC
- John S. Detweiler, Ed.D, APR, CPRC
Professional of the Year: Spiro Kiouis, Ph.D., APR





The Image Awards

The chapter's Image Awards Director, Sarah Carey, APR, did an outstanding job in her role. Early on she formed a powerful committee of three previous Image Chairs – Alisha Katz, APR, Patricia Vernon, APR, CPRC, and Marbella Miller, along with committed board member and past president, Allison Downey, APR, CPRC. Sarah credits this as the best decision she made. The committee met regularly throughout the year to exchange ideas for how to best plan a successful event in our current virtual environment.

In November, Sarah began lining up judges, making use of our chapter lists of previous Image Award winners and credentialed members.

The committee created a theme: IMAGinE 2021 that was used in all promotions leading up to the Image Awards event.

In October, the committee held the first of two general information workshops for members of our chapter. We had a small number of participants in that workshop, but in the end it turned out three of the five participated in Image and won something, so it was definitely worthwhile.



The next workshop held in January featured a panel discussion with two of our members, Lindsey Robertson, APR, and Amelia Bell, APR, CPRC. Both Lindsey and Amelia recently received Image Awards at the local and state level, and the Image Awards committee felt they would be dynamic speakers with good advice to share. They discussed their experiences in entry preparation and offered tips for a successful entry.

The committee worked with member and graphic designer, Lorraine McGill, who developed a graphic with the theme IMAGineE 2021. The committee continued to use this graphic in all of social media and enewsletter promotions.



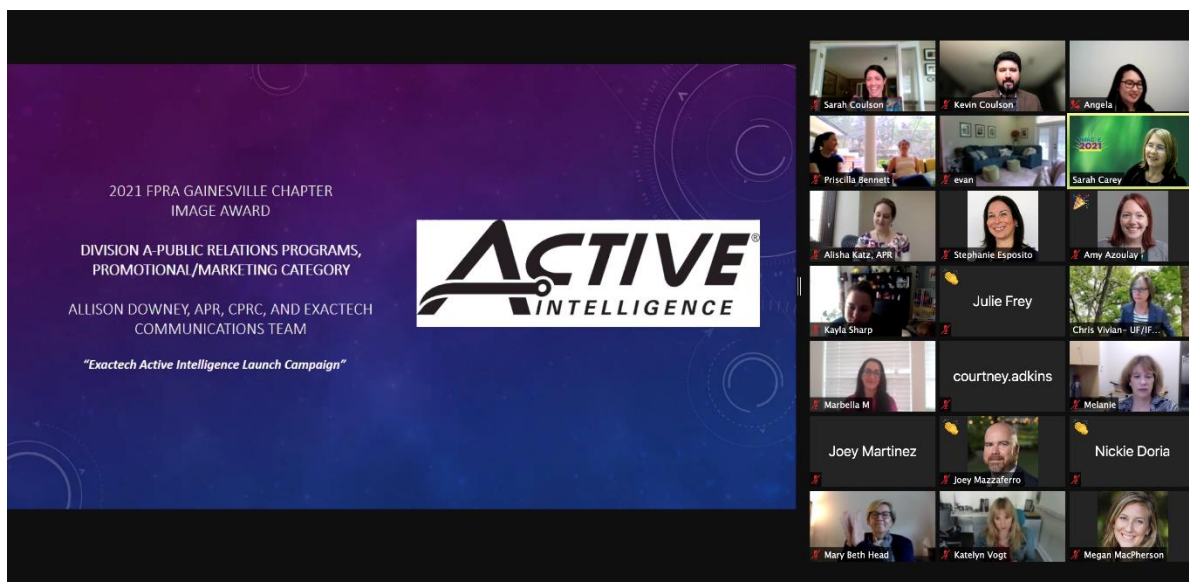
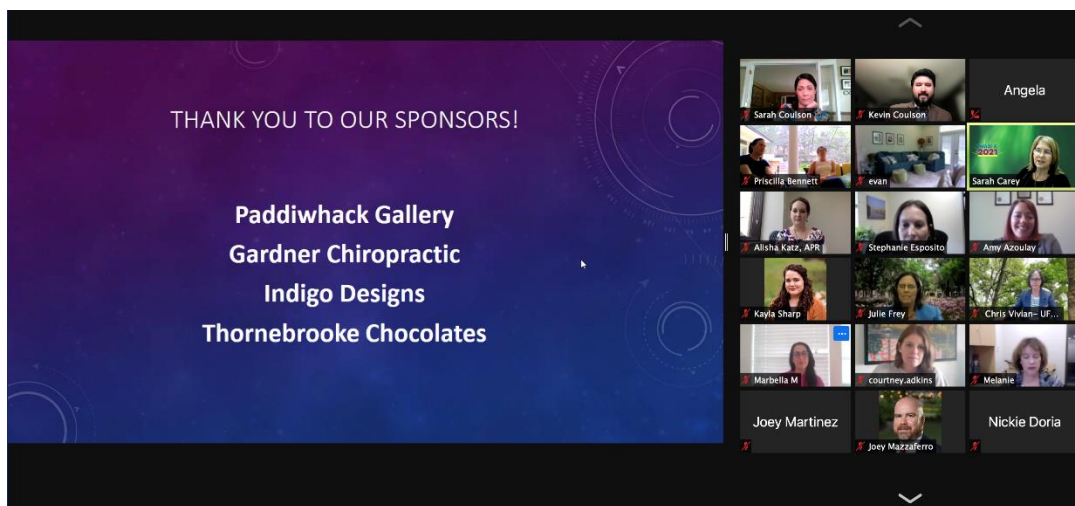
Sarah also created a video testimonial in which she discussed her personal experience as a previous Image Awards winner and encouraged members to participate. This video was shared in January prior to the “Call for Entries” on Gainesville’s social media channels and enewsletter.

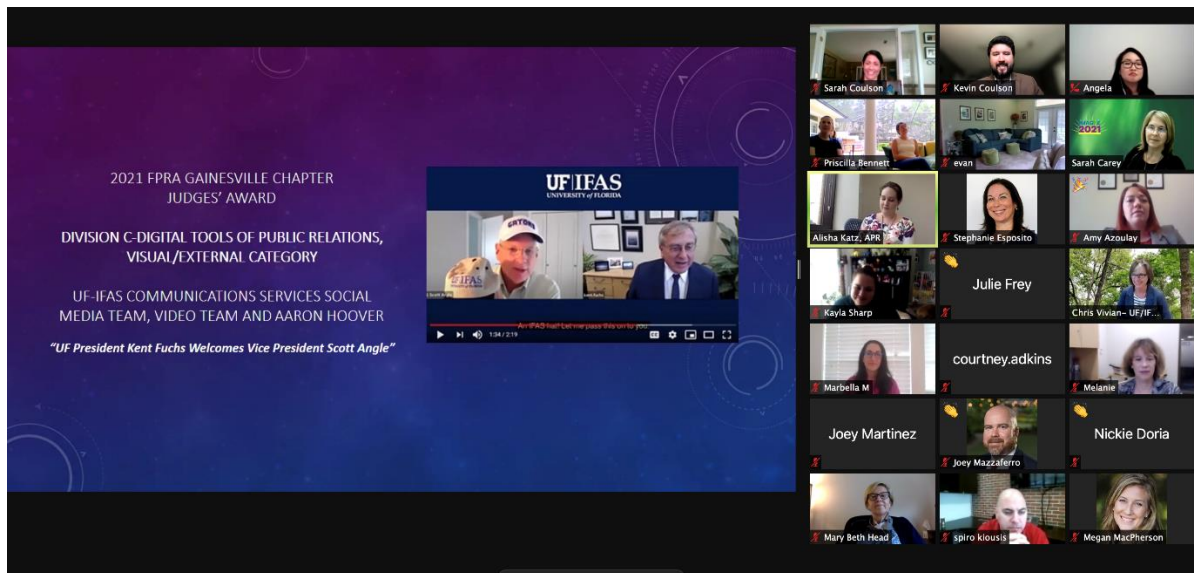
Our chapter once again swapped judging with the Pensacola Chapter and as always, that relationship went well, with judging performed on time and successfully on both sides. Sarah’s committee member, Allison Downey, APR, CPRC, agreed to help spearhead the judging component with the Pensacola Chapter and was very helpful, as that is a huge role to take on.

Sarah and her committee generated a total of 11 award entries – over five times what was entered last year. Five of the 11 entries were from members, and six were from UF IFAS. Sarah actively pitched the Image competition to her UF colleagues at IFAS as she knew they were very keen on applying for awards. Sarah’s hope is that in the coming year the chapter will gain at least a couple of new members from UF IFAS.

Although it was held on Zoom this year, our Image Awards event was, by all accounts, quite successful. We had 30 people in attendance and distributed six awards.

Alisha Katz, APR, and Chapter President Sarah Coulson, APR, helped with the presentation, and our President-Elect Amy Azoulay, APR, added to the program by sharing her experience as a prior Image Award winner and what the process had meant to her personally and professionally. Amy also shared her perspective that people who had entered but not won anything should not be daunted by this, but should take the judges' comments as an opportunity to polish their work and enter it in the state Golden Image competition – as she had a couple of years ago, with great success.





The chapter received six awards this year: One Image Award (Exactech Marketing Team); two Awards of Distinction (Sarah Carey, APR/UF College of Veterinary Medicine, and Kevin Coulson, APR, CPRC; Kayla Sharp and Katelyn Vogt/UF College of Education; and three Judges' Awards (Sarah Carey, APR/UF College of Veterinary Medicine; UF Health Communications and UF IFAS). Details about the winning entries can be found [here](#).

Sarah is also working on a listing of past award winners. She has diligently spent several months doing research to come up with a list of local Image Award winners as well as Golden Image Award winners.

Pop-Up PR

Typically, the Gainesville Chapter holds Pop-Up PRs, stress-free gatherings, once a quarter. Due to the pandemic, our schedule waived, but we partnered with the Ocala Chapter and held a virtual Pop-Up PR in January.



Fortunately, because restrictions are lessening, our chapter is looking forward to holding our next Pop-Up PR in person! This event will also be a pre-conference mixer to build up excitement for annual conference with a chance to make your very own flower crown in line with this year's Golden Image theme, Goldchella!

PR Masters

We've made a concerted effort this year to get our past presidents and senior members more involved with the chapter. And even during a global pandemic, we have succeeded.

Our PR Masters program provides professional development and networking opportunities for members with 10+ years of experience in public relations. These are typically held quarterly, however, because of the pandemic, finding a place to host this group was difficult. Past President, Joey Mazzaferro, reached out to this group for their comfort level on meeting in person at an outdoor restaurant. More than 10 PR Masters attended the event and gave positive feedback.



It was great to see members in person and really drove home the point of how much we missed and value each other. Former chapter president Rod Hemphill, APR, CPRC stated on our Facebook page: "Very nice event. Got together with friends I hadn't seen in person for a long time."

Past Presidents' Mixer

In April, we held a Past Presidents' Mixer, where the invitees were past presidents of our chapter. It was hosted at former state and Ocala chapter president Kathy Giery, APR, CPRC's house. In addition to communication to past presidents, we wanted to take it up a notch and cater to them with this event. We also had our current president and president-elect there to further solidify the connection between the past, present and future of the chapter. Everyone had a great time at Kathy's beautiful home. We had great food, great drinks and great conversation. Attendees liked the format and want to do another past presidents' event again in the future.

Quiz for a Cause

2020 Quiz for a Cause was scheduled during the same week the country shut down during the beginning of the COVID-19 pandemic. Educational Services Director, Angela Chan and her committee were devastated that their event wouldn't happen. Angela volunteered to be on the board as the Educational Services Director again in 2020-2021 because she wanted to follow through with an amazing Quiz for a Cause event. And that she did! This event is held every year by our chapter to help raise money for scholarships to annual conference and LeadershipFPRA. On

May 26, Quiz for a Cause finally came to light at a local Gainesville brewery, Cypress and Grove. The event was a huge success with over 50 people in attendance.



Membership Events At-A-Glance

Aug 20	Monthly Program: Board Installations <i>Alyson Gernert, APR, CPRC</i>
Sept 17	Monthly Program: Digital Trends: How Influencers Shift Perceptions <i>Chad Darwin, Darwin PR</i>
Oct 15	Monthly Program: When 2 percent means everything <i>Kevin Coulson, APR, CPRC</i>
Oct 26	Image Awards Workshop
Nov 19	Monthly Program: Moving the Needle on Diversity and Inclusion <i>Dr. Earl Mowatt</i>
Dec 2	PRSSA's Back to the Basics with FPRA: Writing Resumes and Cover Letters
Dec 9	Holiday Happy Hours
Jan 14	Image Awards Workshop
Jan 21	Monthly Program: UF Health Screen, Test & Protect <i>Garrett Hall and Selena Carter</i>
Jan 26	Pop-Up PR with Ocala Chapter
Feb 18	Monthly Program: Perspective, Passion & Positivity <i>Fitz Koehler</i>
March 9	PR Masters at The Keys Restaurant
March 18	Monthly Program: The Unexpected Secret to Love Going to Work on Mondays <i>Rebecca Le Vine</i>
April 1	Mingling with Media
April 13	Past President Mixer
April 15	FPRA Gainesville's Image Awards and Annual Awards – IMAGINE 2021
May 20	Monthly Program: Communicating with Employees Through a Looking Glass <i>Amelia Bell, APR, CPRC</i>
May 26	Quiz for a Cause
June 18	Professional Development Seminar
June 30	Pop-Up PR & Pre-Conference Mixer
July 15	Monthly Program: Social Media Strategy <i>Andrew Stickel</i>

Membership Communications

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During an almost entirely virtual year, electronic communications has never been more important for our chapter's member engagement. Our Director of Digital Media, Stephanie Esposito, and Director of Communications, Rachael Smith, rose to the challenge and disseminated information to our members through our bi-weekly newsletter, our website, and through our social media channels.

Enewsletter

Our bi-weekly newsletter is distributed to 86 people (members and recently lapsed members), and in 2020-2021 had an average open rate of 46 percent, and an average click rate of 10 percent. Newsletters include information on upcoming programs and events, committee information, new member profiles, newly accredited members, messages from the president and messages from State. Check out our most recent newsletter [here](#).

Social Media

We use Facebook, Twitter and Instagram to reach our members and potential members.

The majority of chapter engagement is on our [Facebook page](#). We try to post three to four times per week. We create event pages for each of our chapter programs and events, as well as post follow-up after events. At the beginning of the board year, we had 677 followers and we now have 830 followers. Our average monthly engaged users is 129, average monthly reach is 1,780, and our average monthly impressions is 3,183. Our [best performing post](#) was a new member post that reached 980 people, with 162 post clicks and 221 reactions, comments and shares.

We make an effort to post on [Instagram](#) at least twice a week. Our followers have grown this year from 370 to 385. Our average reach per post is 76, our average impressions per post are 90, and our average interactions per post are 9.

Our Director of Accreditation, Kevin Coulson, APR, CPRC stepped up once again and volunteered to manage our [Twitter page](#). Our average tweets per month are six, with an average of 1,760 impressions, 275 profile visits, and four mentions per month.



Website

We also run a [WordPress website](#) which houses information about all of our events, as well as recaps on our monthly programs and other notable events. It's meant to be a resource for our members, includes contact information for our board, jobs available in our market and State resources. We work on keeping our message consistent across all platforms and use this site to house the majority of our information.



The website average traffic per month (September 2020 to May 2021) is as follows:

- Direct: 207
- Organic Search: 63
- Social: 18
- Referral: 2

Monthly Programs

Our best method of communication is during our monthly programs. We spend the first 15 minutes of each meeting sharing upcoming events and other pertinent information. This is often where our most engaged members receive information that reinforces chapter messaging through other delivery methods.

External Communications

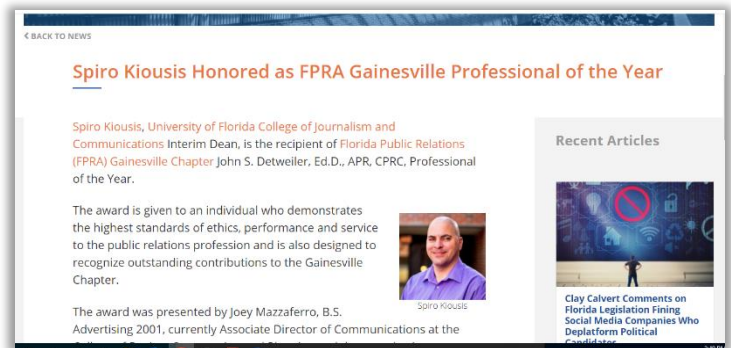
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Spearheaded by our Director of Communications Rachael Smith, we had another fantastic year in the realm of external communications. The Gainesville Chapter worked to promote the chapter's activities through news releases including the election of new board members, the accreditation of two FPRA members and the 2021 Image Awards recipients to local newspapers including the Gainesville Sun, the Gainesville Business Report, The Record and HR Pulse.

In May, a press release was distributed announcing our Image and Annual Award recipients and it was covered by [The Business Report](#).

[UF College of Journalism and Communications](#) also covered the John S. Detweiler, Ed.D., APR, CPRC, Professional of the Year recipient, Spiro Kiouis, Ph.D., APR, and University of Florida College of Journalism and Communications Interim Dean.

We even got some social media shares from UF College of Journalism and Communications, UF IFAS Solutions, and UF College of Veterinary Medicine.



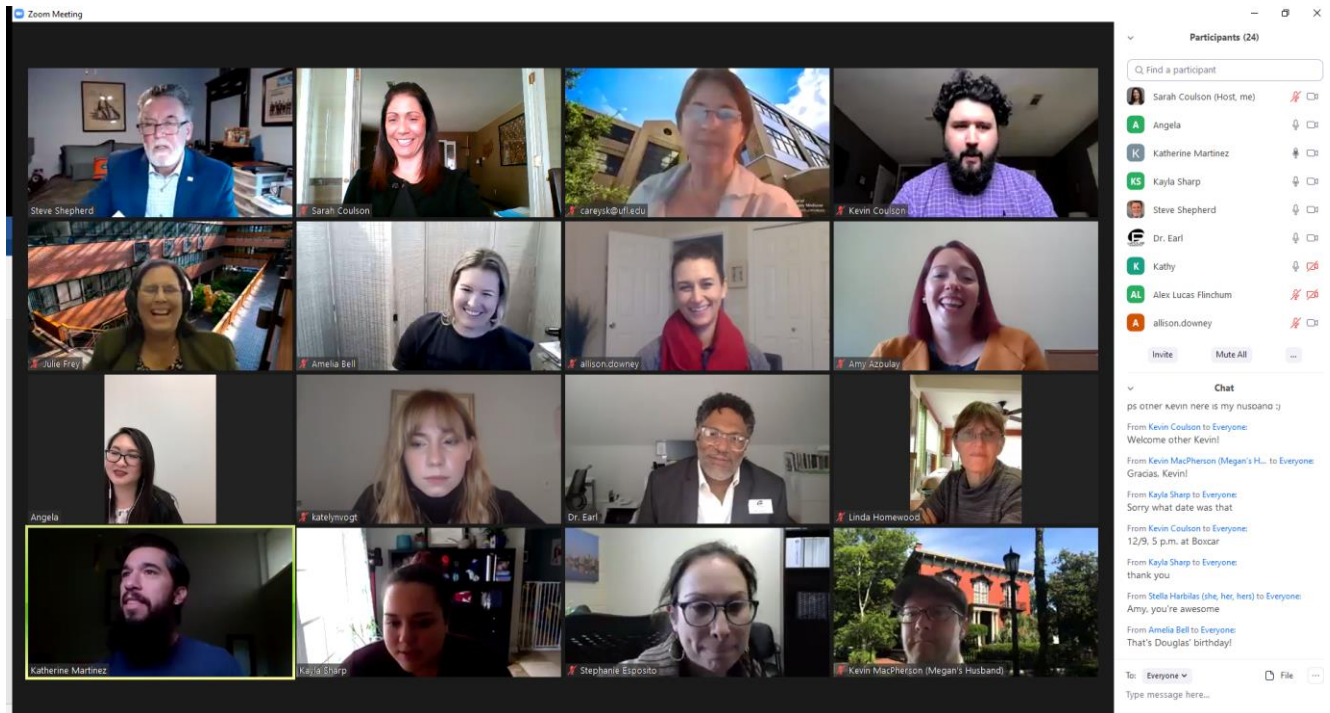
Professional Development

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Monthly Programs

Thanks to our awesome board of directors who took on the role of programs director after our board member in charge of this position moved to a different state, we offered nine fantastic professional development programs to members and non-members alike this year. All guest speakers were given an FPRA branded gift and thank you note.



Aug 20	Monthly Program: Board Installations <i>Alyson Gernert, APR, CPRC</i>
Sept 17	Monthly Program: Digital Trends: How Influencers Shift Perceptions <i>Chad Darwin, Darwin PR</i>
Oct 15	Monthly Program: When 2 percent means everything <i>Kevin Coulson, APR, CPRC</i>
Nov 19	Monthly Program: Moving the Needle on Diversity and Inclusion <i>Dr. Earl Mowatt</i>
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Feb 18	Monthly Program: Perspective, Passion & Positivity <i>Fitz Koehler</i>

March 18	Monthly Program: The Unexpected Secret to Love Going to Work on Mondays <i>Rebecca Le Vine</i>
May 20	Monthly Program: Communicating with Employees Through a Looking Glass <i>Amelia Bell, APR, CPRC</i>
July 15	Monthly Program: Social Media Strategy <i>Andrew Stickel</i>

Professional Development Seminar

After being delayed and ultimately cancelled last year, the Professional Development Seminar (PDS) is planned for June 18, which will be an in-person event and is themed “The Road Ahead.” This will be a forward looking event about where we have been as professionals and where we and the profession is moving in the future.

PDS provides both members and non-members a venue to network and engage in interactive sessions on the latest PR trends and techniques. Accredited professionals can earn APR renewal credits for attending, so we have included that in all our event promotion. In addition to member and non-member attendees, PDS welcomes university students to register at a discounted student rate. We are excited about our lineup of speakers and dynamic agenda.



Financial Management

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The graphic features the words "PERSEVERE" and "TOGETHER" in a bold, sans-serif font. The text is colored with a gradient, transitioning from a bright pink on the left to a deep blue on the right. "PERSEVERE" is on the top line, and "TOGETHER" is on the bottom line. A thin blue arrow points to the right, starting from the bottom of the word "TOGETHER".

Thanks to our treasurer, Patty Carroll, I am confident in saying that our finances are in order.

In August we held a financial audit with our outgoing president, incoming president, incoming president-elect and incoming treasurer. At the meeting, we began the process of closing out our 2019-2020 budget and discussed our financial needs for the coming year.

As COVID-19 continued to impact our ability to meet in-person, host events and keep with our regular monthly luncheons at Sweetwater Branch Inn, our finances reflect that loss of potential revenue. However, with CDC guidelines allowing for greater flexibility for us to meet in person now, we are seeing more opportunities to gather in-person and, slowly, our ability to grow our revenue is increasing. To help ensure financial stability, we implemented a \$10 charge for our monthly virtual programs, the net profit of which was almost 100 percent (minus PayPal fees). We even found avenues to support select nonprofits through contributions from our monthly programs totaling \$479.21!

At the beginning of the year, we set our budget as if we weren't in the middle of a pandemic – a welcome break from the realities we were all in around August 2020. This exercise helped each board member plan for the worst and hope for the best in the upcoming year. Through it all, our finances have remained strong and we are looking forward to opportunities coming up to bring in even more revenue for our chapter. Most importantly, we're looking forward to seeing all of our chapter members again face to face and returning to the in-person traditions we've come to love and miss.

Planned events coming up in the next two months include Quiz for a Cause and the Professional Development Seminar, two major events that are not yet reflected in our chapter financials.

We started the year at **\$4,237.30** and are currently at **\$4,634.11**.

Community Service

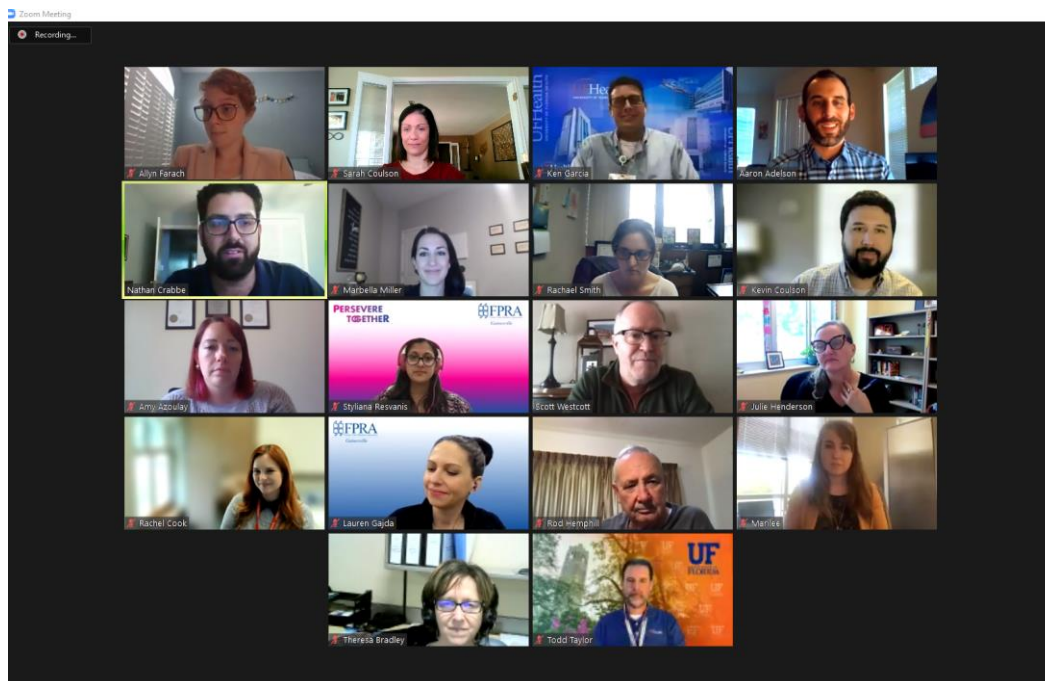
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Our chapter has always put a strong emphasis on our community relations efforts, not only because many of our members work with not-for-profit organizations, but because we strongly believe in serving the community who serves us. Led by our Director of Community Relations, Megan Kimmel MacPherson, we had lots of opportunities to give back to those in need this year.

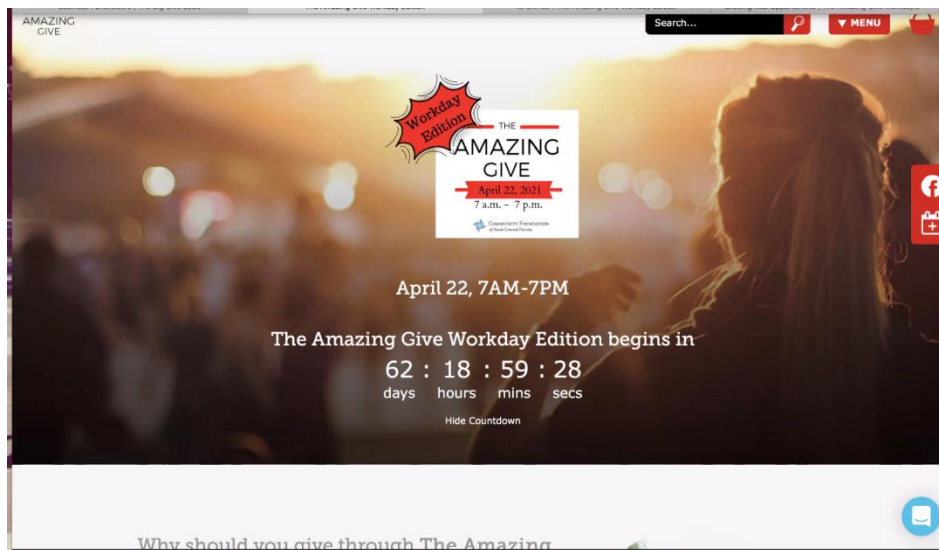
Media Panel

Megan and her committee have been non-stop these past few months. They held a successful media panel on April 1, with more than 30 people in attendance. The panel included Gainesville Sun's Nathan Crabbe, CBS4's Aaron Adelson, content strategist Scott Westcott, and was moderated by UF Health's Ken Garcia. All funds raised were donated to an organization participating in the Amazing Give.



Pro Bono Partnership

For years, the Gainesville Chapter has accepted proposals from local non-profit organizations seeking to improve their public relations strategies. This year, we once again partnered with the [Community Foundation of North Central Florida's Amazing Give Workday Edition](#) to help one local non-profit attract donors. Megan and her committee chose [Family Promise of Gainesville](#). Family Promise of Gainesville's mission statement is "Through the collaboration of local faith and civic groups, Family Promise of Gainesville provides families experiencing homelessness with compassionate care that includes case management, education, housing, meals and transportation until they can transition to a home of their own."



Megan and her five committee members developed a very successful campaign that included research, social media content schedule including content and image curation, videos, an email campaign, a printed postcard, and media coverage. **Compared to 2020, Family Promise of Gainesville saw a 37 percent increase in donations raised, and a 12.5 percent increase in number of donors.**

Megan and her committee volunteered more than **110 hours** of their time to this very successful campaign. The committee helped to secure earned media, implement content schedules and delivery, design and edit graphics and videos, and dramatically increased the social media reach and engagement for the nonprofit compared to the 2019 Amazing Give event. They also held a follow-up meeting to discuss what went well and what can be improved for next year, and provided recommendations for ongoing communications to Family Promise's executive director.

Amazing Give One-on-Ones and Happy Hours

In addition to the pro bono campaign with Family Promise of Gainesville, Megan and her committee coordinated volunteers for several one-on-one meetings with local non-profits who were participating in The Amazing Give Workday Edition. Additionally, the committee held two “Amazing Give Happy Hours” for any local non-profit to ask questions and get tips for The Amazing Give Workday Edition.

It is no surprise that Megan was awarded our Rising Star of the Year, and also nominated for the 2021 Joe Curley Rising Leader Award. I believe she is deserving of this award because of her passion and ambition to help local non-profit organizations, and her success at leading a team. I have been so impressed by her work.

1:1 Meetings

This year, we will be introducing an updated version of 1:1 meetings. Registered organizations will have the chance to sign up for a 30-minute time slot to meet with the Community Foundation of North Central Florida to discuss individual plans for the Amazing Give and to ask any questions. Additionally, you can select one of the meetings to be joined by a member of the Florida Public Relations Association - Gainesville Chapter (FPRA) to help advise and make suggestions for your Amazing Give campaign.

Please sign up for a 1:1 time slot to help your organization with this year's giving day! [CLICK HERE](#) to sign up, spots are limited.

Trainings

The slides and recordings of previous trainings can be found [HERE](#).

Nonprofit Partners Virtual Happy Hours

Join your fellow nonprofit partners to share ideas and connect about the Amazing Give Workday Edition

March 31, 2021 | 4 p.m.

[REGISTER NOW](#)

April 14, 2021 | 4 p.m.

[REGISTER NOW](#)

Training Videos - Series 101, 201, 301

Watch these series on The Amazing Give 2021 website TODAY!