



**American Brain Foundation
Strategic Planning Committee Meeting
October 9, 2017**

**9:45 a.m. EST/8:45 a.m. CST/7:45 a.m. MST/6:45 a.m. PST
By Telephone Conference Call**

**In attendance: Lisa Shulman, MD; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA;
A. Gordon Smith, MD; Ben Utecht**

Staff: Jane Ransom, Shelly Collins Rucks, Natalie Baumgartner

Excused: Kevin Goodno

- 1) Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- 2) Approval of Meeting Minutes from August 14, 2017: Dr. Shulman requested committee approval for the previous Strategic Planning Committee's meeting. Approval was unanimous.
- 3) Updated Scorecard:
 - a) **Strategic Goal #1:** Ms. Ransom explained that the Scorecard had been updated to segregate crowdfunding metrics from CRTS's and awards so that we can more easily monitor the progress of each.

The Committee discussed the lag in marketing of the crowdfunding site. Three or more single-disease crowdfunding campaigns are written into the new marketing plan. The marketing plan was completed at the end of August, and the staffing and professional services needed to execute the plan are now in place. Nevertheless, it would be important to push for some "early wins" to build momentum. Staff and a donor are working on one in MS. National Multiple Sclerosis Society has agreed that the Foundation can crowdfund for our portion of the research award we co-fund with them. Dr. Smith suggested displaying CRTS's to which we are committed, as almost fully paid for, minus the indirects; and then use crowdfunding to raise the indirect portion. Moreover, it's important to think creatively about partnerships and campaigns that help build momentum on the crowdfunding site.

Dr. Shulman emphasized the Foundation's board and committee members, all of whom have professional and personal networks, should take on the challenge of promoting the crowdfunding site, in alignment with the new marketing plan.

- b) **Strategic Goal #2:** The Foundation is working with the AAN Insights team, who will be guest speakers at the next Committee meeting, on updating our measures of public and AAN awareness of the Foundation and our cause.

The Committee questioned the conversion rate metric. Will an increase in site traffic result in a lower conversion rate of visitors to donors and, if so, is this a useful measure? Staff will seek expert advice on this.

- c) **Strategic Goal #3:** Ms. Ransom highlighted the continuing paradox of success in raising restricted funds and challenge in raising unrestricted ones.

The Committee wanted to understand the source of the unrestricted donations. Ms. Rucks explained that nearly \$400,000 was raised in the last quarter through matching gifts, the Rowland Circle, Hearst, McKnight, and 25th Anniversary Funds. The Committee agreed that there has been a lot of progress on the major donor pipeline. They also agreed that the issue of unrestricted funds would need to be highlighted for the Board.

- d) **Strategic Goal #4:** Ms. Ransom discussed the recent staff campaign with support from more than 50 percent of AAN staff. The Foundation will focus on driving that number up throughout the rest of 2017.

Committee members agreed with Dr. Shulman that the scorecard is working reasonably well for our first year. It is a good start.

Adjourn 9:45 am C.T.