



**American Brain Foundation
Strategic Planning Committee Meeting
April 17, 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
Call-in number: 866-740-1260
Access code: 9286317**

In attendance: Lisa Shulman, MD, FAAN; Jeffrey Rosenfeld, MD, PhD, FAAN; Martin Shenkman, CPA, MBA, PFS, AEP, JD; A. Gordon Smith, MD, FAAN; Ben Utecht

Staff: Jane Ransom and Natalie Baumgartner

Excused: Kevin Goodno

- Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- Approval of Meeting Minutes from 10/10/2016: Dr. Shulman requested committee approval for the previous Strategic Planning Committee's meeting. Approval was unanimous.
- Summarized Shared Documents:
 - ABF Scorecard: Ms. Ransom walked the board through the Strategic Goals individually.
 - Strategic Goal #1: Ms. Ransom explained that an additional 4-5 projects would be placed on the crowdfunding site within the week.
 - Feedback: The committee raised concerns around where and how projects are being sourced for the crowdsourcing website. They stressed the importance of diverse project focus. They also discussed the importance of establishing relationships with new donors in proportion to the increase in crowdfunding projects.
 - Strategic Goal #2: Ms. Ransom discussed website users, pageviews, and conversions.
 - Strategic Goal #3: Ms. Ransom started with highlighting the importance of refocusing ABF's fundraising efforts on including operational costs rather than solely on restricted funding. Ms. Ransom outlined new initiatives that target unrestricted giving.
 - Feedback: ABF needs to address marketing and fundraising campaigns that target unrestricted giving. The Committee will keep an eye on these numbers.
 - Strategic Goal #4: Ms. Ransom talked about new and major donors.
 - Feedback: The Committee was concerned that ABF was missing marketing opportunities in general, and also at the Annual Meeting. In

response, Ms. Ransom outlined the Annual Meeting events, explaining their importance and support of fundraising and donor campaign goals.

- Additional Board Feedback: Dr. Shulman asked the committee if they had any additional feedback on the current scorecard. The committee discussed:
 - Giving: Need to deepen giving amongst AAN members
 - Emotional Appeals: Use real people and their stories to build support for ABF.
 - Timeline: Establish Committee and Board timeline, which strategically discusses Annual Meeting events with time for implementation.
- Adjourn: 9:42 am CT

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