

SPECIAL FOCUS MEETING on Chris Herren and Project Purple

During this meeting, all Action Committees and Coalition Members discussed planning for the March 23rd Chris Herren Presentation and Project Purple Initiative.

- *FUNDRAISING*: DAY Co-Chair Lisa Ott applied for a \$3,000 GFFE Student Action grant which will be awarded for the Project Purple Initiative. In addition, Lisa Ott confirmed a \$1,000 anonymous donation which will be put towards Project Purple marketing materials. Bo Huhn also reported that he and DAY youth members visited Walmart of Guilford, who agreed to collect \$1 Project Purple donations from customers upon checking out. Fundraising efforts will continue upon visiting local businesses in town to inform them of the Project Purple Initiative and ask them for support.
- *COMMUNICATION PLAN*: Time was spent finalizing promotional/marketing items to publicize Chris Herren. It was ultimately agreed that we will purchase purple ribbon to tie on cars, town trucks, trees, and posts at the green, as well as lanyards, wrist bands, and t-shirts. It was decided that we will purchase 100 t-shirts directly from the Chris Herren Project and 500 T-Shirts with our coalition logo on the front and the names of supporting youth groups on the back. Guilford kids will be able to purchase these t-shirts once they take the pledge of sobriety. It was also suggested that businesses distribute wristbands to any customers that make a \$1.00 donation to Project Purple. DAY youth will continue to visit GHS youth groups to gain their support, and Peter Palumbo and Lisa Ott will accompany youth to visit Guilford businesses and community groups in town to gain their support such as the First Congregational Church and GHS PTO group Connections. Kim Beckett will also continue to promote the presentation to Guilford coaches. In addition, coalition members will visit Baldwin and Adams lunches to promote Project Purple and distribute wrist bands and lanyards to students. Lisa Ott will also reach out to Boy & Girl Scouts. DAY will ultimately place an article in the Courier, thanking those businesses that supported our cause.
- *MEETINGS ACCOMPLISHED*: Peter Palumbo met with First Selectman Joe Mazza who gave his blessing to our initiative and agreed to let our coalition “paint the town purple” by putting purple ribbon and flyers around town. In addition, Peter Palumbo met with the Shoreline Chamber of Commerce which also gave their support and offered to send letters to businesses.
- *RSVP's*: It was agreed that we should NOT require community members to RSVP for the Chris Herren Community Presentation, as it might deter people from attending.