



CALABASAS COMMUNITY FOUNDATION AGENDA REPORT

DATE: December 23, 2024

TO: CALABASAS COMMUNITY FOUNDATION BOARD MEMBERS

FROM: ERICA GREEN, SECRETARY

SUBJECT: UPDATE ON CALABASAS COMMUNITY FOUNDATION MARKETING MATERIALS

MEETING DATE: JANUARY 6, 2025

SUMMARY RECOMMENDATION:

Staff recommends the Board to review the attached draft design and provide feedback or approval to fund and move forward with finalizing the updated marketing materials.

BACKGROUND:

Attached for the Board's review is a draft design of the updated Calabasas Community Foundation brochure. This draft reflects the Foundation's mission and objectives while providing a cohesive and professional design to enhance our outreach and engagement efforts.

DISCUSSION/ANALYSIS:

If the Board approves the proposed online donation platform, the brochure will be updated to include the platform's web address and online donation information, ensuring donors have clear and convenient access to contribute. Additionally, all other marketing materials, including flyers and digital content, will replicate this overall design to maintain consistency across all promotional channels.

FISCAL IMPACT/SOURCE OF FUNDING:

The cost for designing and printing of marketing materials (ads, social graphics, brochure, banners, flyers) is \$2,683.53.

REQUESTED ACTION:

Staff recommends the Board to review the attached draft design and provide feedback or approval to fund and move forward with finalizing the updated marketing materials.

ATTACHMENTS:

Draft of Calabasas Community Foundation brochure