

June 3, 2021
6:00-7:30 pm EDT

Judith Leibowitz Scholarship Committee

In attendance: Fabio Tavares, Renee Schneider, Rebecca Tuffey, Jessica Wolf, Karl Snider, Laura Parker, & Sandra Bain Cushman

Agenda: Discuss conference involvement, financial status and strategies, social media scope

I. AmSAT board granted scholarships for conference to the JLSF scholars.

- A. JLSF involvement
 - 1. Produce Stack
 - 2. We invite scholars to be involved as much as they wish, not pressuring

II. Trainee Updates

- A. Remembering Judy" at conference- Friday night event
 - A. Talkback with Rebecca and Jessica after video of the 100 year celebration
 - B. Brainstorming thoughts to include
 - 1. Details about past workshops, inviting people to do more in the future
 - 2. Inviting people to visit new website
 - 3. Quotes about AT from well-known performers
 - 4. International partners and collaboration

II. Sandra's update on fundraising

- A. After fees (around \$1,395), total is \$43, 025
- B. Would like confirmation in writing from MEI that the numbers match

II. Discussion: Karl suggested establishing a Day of Giving for JLSF

- 1. Helps us get to know our donors more
- 2. Helps branch out communication to peer helpers
- 3. Shares our story with all involved
- 4. Creates excitement about giving and JLSF in general
- 5. Allows for a possibility of matching funds
- 6. A collaborative approach to fundraising, as opposed to competitive
- B. Discussion: Possible future fundraising goals
- C. We keep End of Year Giving and add the Day of Giving, not a substitute for EOY
 - 1. We have had success with EOY donations
 - 1. \$4,500 in December

II. Discussion of direction and guidance of Instagram account

- A. Change the Instagram handle for more visibility
 - 1. New handle: @JudithLeibowitzScholarship
 - 2. Use hashtags like #alexandertechnique21stcentury
- B. Goal is to create and focus on JLSF
 - 1. Sticking to our mission statement in our posts

Next meeting decided as June 17, 6:30 pm ET