

I. May 14, 2021

II. Marketing Subcommittee

III. Members

Paula Hickner, (2019-2023), Lynne Jaffe (2020-2024), Denise McGiboney (2020-2024)

IV. Board Action Required

None

V. Brief Summary of Activities

- Membership
 - Weisbrod ended her term as chair, and Rea ended her term. Hickner has volunteered to fill the chair position during the last two years of her term. The Subcommittee is currently seeking two new members.
- Money Raised Since Last Report on 1/28/2021: \$648.69
 - Café Press sold \$215.89 in merchandise from 3/1/2021-5/14/2021 resulting in \$36.00 in commissions for MLA.
 - MLA's Bonfire account raised \$492.04 in merchandise commissions and \$125.00 in donations to MLA during the annual meeting campaign. Credit card fees were \$4.35, making MLA's total from Bonfire \$612.69.
 - The Silent Auction was not held this year.
- Bidding Owl
 - The Subcommittee looked into using Bidding Owl to run the silent auction virtually. It required some front-end set up by the Subcommittee and the AO, and we decided not to run a silent auction without being able to really test the software.
 - General Information
 - Money raised from an online auction is subject to a 5% fee
 - Donations made through the "Donation Button" are not charged a fee
 - Payment to MLA would be made through our PayPal account
 - MLA would be responsible for any associated PayPal charges
 - Bidders do not need a PayPal account
 - A credit card on file is required
 - The Subcommittee will work this year with Development Officer Sara White to determine the feasibility of using Bidding Owl during next year's annual meeting.

VI. Implicit Bias Testing

- Current subcommittee members completed the following number of trainings from Harvard's Project Implicit:
 - Hickner 2, Jaffe 3, McGiboney 3