

The Masonic Home for Children at Oxford
Marketing Committee Meeting Minutes
February 3, 2026

Members in Attendance: Angela Allen (Chair), Speed Hallman, Chris Allabaugh, Kristyn Butts, Charlie Vaughn, Peggy Myers, Kenneth Small, Phil Johnson

Members Absent: Scottie Sigmon, Ken Haigler

Angela Allen brought the meeting to order. Chairman Speed Hallman opened with prayer.

Chris Allabaugh introduced new staff members - Krystin Butts, COO and Sara Becker, Administrative Assistant. He also mentioned Savannah Beaumont, the new Financial Development Coordinator.

Ms. Allen called on Charlie to share the following information:

- We signed a contract with Fox 8 for 2026. We decided not to sign with CBS 17 due to what Fox 8 can provide for what we are paying. We can customize what we get from Fox 8 and change it if needed throughout the year.
- Charlie mentioned that she has heard from some people who were disappointed that we didn't have calendars this year. Mrs. Myers asked Charlie to keep a count of the people who contacted Marketing about not getting a calendar.
- Charlie went over some data from Fox 8
 - Pre Roll/YouTube numbers of people who saw at least 30 seconds of our commercial.
 - Pre-roll/YouTube impressions by Geography
 - Data for the second commercial
 - Completion by network
 - Performance by Placement
 - Digital Out of Home Advertising (DOOH)
 - Digital Marketing – CTV
 - Performance by Time of Day
- Other data covered
 - Google Analytics
 - Constant Contact Newsletter Campaign
 - Instagram
 - Facebook
 - LinkedIn
 - How we are getting donations from the SimpleGive site

The question of whether there is a unique link sent out to track the effectiveness of each campaign was asked by Mrs. Myers. Charlie mentioned that the services we get from SimpleGive are not set up to do that. When she asked about using other platforms in the past, cost was an issue.

Charlie will look at other platforms (options, advantages, costs) and will put together a proposal for the next committee meeting. Chris Allabaugh asked Charlie to look at what we currently use and two other options so the committee can analyze the data and decide.

Ms. Allen asked for an update on donations and mailings from Mrs. Myers. Mrs. Myers could only speak to the results of the mailing that was sent out in place of the calendar. Overall, the letter campaign was a successful effort. The response rate was 4% (1% is considered successful in the industry). We received over 1,000 gifts, with the average gift being over \$80. Cost per \$ raised was 13 cents. ROI on the mailing was 7.7%. The largest segment of donors were Masons who had never donated to the home before. We acquired 532 new donors. There were some large gifts that came in. Peggy would love to send out some sledding photos to the donors who gave during the letter campaign. She would like to do a QR code to collect email addresses to share news of what's going on at the home. Mr. Hallman asked for all Board Members to be signed up to receive the Red Devil Dispatch.

Charlie shared that we received \$15,131 in January, a 2% increase from last year.

Mr. Allabaugh announced that he and Charlie would be meeting virtually with a couple of students from the UNC Journalism School through direct connections made by Mr. Hallman. They need to do some service hours that relate to Marketing.

Mrs. Myers, as Chair of the Financial Development Committee, would like to work with Development and Marketing staff to come out with a yearlong calendar of development communications to coordinate with marketing materials that go out.

A motion was made and seconded to adjourn at 6:05 pm.

Respectfully submitted,

Sara Becker
Administrative Assistant