

iRise Wellness Board Meeting

Date of the Meeting: December 18, 2021

Link: <https://auburn.zoom.us/j/83191265214>

Check-in Question: What are you thankful for?

Mission

iRise Wellness seeks to promote holistic wellness for people of color through community engagement.

Vision

The vision of iRise Wellness is to create a transformative experience through purpose

Values are to embody the 5 E's:

Education of others,

Empowering people to challenge themselves,

Encouraging self-expression

Enhancing one's community

Engaging creative practices through a healthy mind, body, and soul.

Attendance

President- Here

Director -

Secretary -

Treasure -

Community Service-

Production -

Discussions items

- **Debbie**

- 2022 Social Media Content Calendar

- Link need

- Education

- Monday-LaTecia

- Tuesday-Toria/Debbie

- Wednesday-Kamie/Debbie
 - Thursday-History
 - Friday- Promotional Self Care Box
 - Tools Canva
 - Starting Jan 1
 - Combin
 - Saturday Night Vibe Upload
- Website Updates
 - Reviews, Events and Volunteer/Committee Page (Kamia)
 - Sticky Notes
 - Contact and Resources for Educators Page (LaTecia)
 - Accomplishments (UC Workshop, Annual Retreat, College Summit, Mentor Program, Annual Holiday Give Back, etc.) (Siobhan)
 - Key Company information (board minutes, meeting, annual board meeting, etc) (Siobhan)
 - Donation and Corporate Sponsors Page (Torja)
- **IG**
 - *LaTecia*
 - Theme on Highlights
 - [History of Education](#)
 - Company events and announcements
 - Spotlight - board members, birthdays and milestones
 - Mission based content (what is irise? What do we do? How can you get involved? What type of impact do we hope to make on the world?) -First Live of the 2022
 - *Siobhan*
 - Current news and legislation impacting education
 - Education Awareness days, months and weeks
 - *Kamia*
 - Cross promotion for weekly series on YT (interview and story feature)
 - Creating script to reach out
 - Business partnership opportunities- affiliate marketing for products, books, events
 - Educational facts/stats that impact black educators and students
 - ATL Educator Feature on IG/FB (Kamia)
 - *Torja*
 - Ways to give/Donate to irise
 - Promoting the iRise scholarship for students

- Feature/Thank you to donor/sponsor
- The impact of donating - where your dollars are spent
- Testimony - donors mentors and students

Marketing

- [Media Kit](#)
- Business Card Idea (Universal)
 - Number: 404-536-1509
 - Email: irise.wellness@gmail.com
 - Social Media
 - Logo
 - Website
- Speaking engagements- HBCU and High School
 - Anyone have any contacts? - HBCU PR connect NaAsiaha Simon - 310-734-9971
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- 2021 iRise Recap Video
 - Highlight video of best moments of iRise (UC Workshop, Summit, Mentorship, Sat Night Vibe, Retreat)
 - Hiring freelancer on Fiverr website - need to set up an account and link to nonprofit bank account
 - Choose best pics/videos: Summit, SNV, Retreat Photoshoot
 - Deadline to complete: week of Xmas 12/23 or 12/24
 - Publish to Website/Social/Email: week of New Year - 12/27 or 12/28
 - What else should be included?
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- On Boarding Document
 - Best Practices for Board Structure: Securing Key Documentation & Weekly Communication/Meetings
 - As we are onboarding new board members, let's set up best practices for communication and documentation for the company
 - DOCUMENTATION: Set up a new secure place to store important documentation (e.g. DropBox) with a secure password for board members
 - COMMUNICATION: Set up weekly email recap for board members for updates, news, etc.
 - What would be helpful to know

Events

- Care Packages “Love Yourself” Box
- [Boxes](#)
 - Sample box to be ordered
- Current Items in box:
 - [Candles](#)
 - Affirmation Cards
 - Can get custom cards created by Black Girl Flourish
(https://instagram.com/blackgirlflourish?utm_medium=copy_link)
 - <https://linktr.ee/blackgirlflourish>
 - Care packages (Can we promote those produces code #irise) 5-10% profit
- Higher Education Summit Nov 7-12 (Need a Date)
- Saturday Night Vibe @5pm (PST/EST) New Name
 - 30 min with Q&A (Each get 4 one is a partnership with another board member)
 - 1/4: LaTecia (Future of iRise)
 - 1/18: LaTecia
 - 2/1: Toria
 - 2/15: LaTecia
 - 3/1: Debbie
 - 3/15: Devore
 - 3/29: Siobhan
 - 4/5: Debbie
 - 4/19: Toria
 - 5/3: Siobhan
 - 5/17: Devore
 - 5/31: Kamia
 - 6/7: Debbie
 - 6/21: Kamia
 - 7/5: LaTecia
 - 7/19: Devore
 - 8/2: Debbie
 - 8/16: Recycle Video
 - 8/30: Kamia
 - 9/6: Recycle Video

- 9/20: Devore
- 10/4: Kamia
- 10/18: Recycle Video
- 11/1: Toria
- 11/15: Siobhan
- 11/29: Siobhan
- 12/6: Toria
- 12/20: Closing New Year Video
 - 10 videos from last 2021 that need to be edited and reposted on youtube.

Birthdays

- Kamia- March 15
- LaTecia- March 19
- Toria- April 1
- Siobhan- July 20
- Debbie- December 14
- Devore- May 1

Board Members Needs from the Team

- President Report
 - Non-Profit Paperwork will be in Jan
 - Business Number
 - 404-536-1509
- Director Report
- Secretary
- Treasure
- Community Service
 - News Letter?
 - Template?
 - Exclusive content for donors and educators?
 - Create promo email blast for events and product launches
- Production
 - New Live 2022 Flier (Partner with LaTecia)