

**From:** SC Flood Fund <scfloodfund@yourfoundation.org>  
**To:** Pisarik, HollyHollyPisarik@gov.sc.gov  
**Date:** 11/11/2015 12:56:22 PM  
**Subject:** RE: Follow up to Fund Name

---

Hi Holly,

We did not contact him or ask him to do so and have not been in contact. His sister-in-law works for SCANPO and she requested information from CCCF for him to share. It happened the week of the flood and he spoke about it on his show. Here is a link to an article that includes a clip regarding that:

<http://m.charlestoncitypaper.com/TheBattery/archives/2015/10/06/colbert-takes-issue-after-joaquin-gets-intimate-with-south-carolina>

Let me know if you have any more questions and feel free to call my cell at 803-807-3339.

Thanks!

Dana

Sent from [Outlook](#)

On Wed, Nov 11, 2015 at 7:37 AM -0800, "Pisarik, Holly" <[HollyPisarik@gov.sc.gov](mailto:HollyPisarik@gov.sc.gov)> wrote:

[When did Stephen Colbert mention this on his show and website? Have you all already reached out to him?](#)

---

**From:** SC Flood Fund [mailto:[scfloodfund@yourfoundation.org](mailto:scfloodfund@yourfoundation.org)]  
**Sent:** Tuesday, November 10, 2015 8:53 PM  
**To:** Pisarik, Holly  
**Cc:** JoAnn Turnquist  
**Subject:** Follow up to Fund Name

Holly,

I spoke at length with our marketing coordinator regarding the fund name. We think that a hashtag promoting positive momentum is a wonderful idea. We are hesitate to change the name of the fund entirely.

The reason is the incredible amount of organic placement we already have in search results and the wide-spread national media attention. I attached a document for your review. We are concerned that a name change would cause a drop in this placement and confuse potential donors.

We are happy to discuss this further, but if you think a hashtag could be a great addition to our already established messaging we can begin to compile options for review.

Thanks so much!

Dana

PS-document with ways to give on letterhead will be to you tomorrow