

From: Pisarik, Holly
To: SC Flood Fund <scfloodfund@yourfoundation.org>
Date: 11/11/2015 10:35:52 AM
Subject: RE: Follow up to Fund Name

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]
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