

**DATE:** 10/31/2023  
**BALLOT NUMBER:** BB23-02

**SUBJECT:** Amend budget for Social Media Promotion of Shows, \$7,500.  
**TO:** Board of Directors  
**REQUESTED BY:** Liz Brown

**BALLOT:** This ballot is to propose a Facebook promotion campaign designed to promote our clubs and their shows, with a particular focus on increasing attendance.

The proposed amendment seeks to allocate an additional \$7,500 from our budget to cover the costs associated with the Facebook promotion campaign. \$50 per show will cover targeted advertising of cat lovers in the local area of each show. This campaign is expected to run for the duration of the current show season (2023-2024). The breakdown of the requested budget allocation is as follows:

1. Facebook Promotion by TICA Corporate: \$7,500
  - o Covering \$50 per show through April 2023.

**RATIONALE:** The Facebook promotion campaign is a strategic move to increase attendance at our events and raise awareness about our organization within our target demographic. With the growing importance of digital marketing and the impact of social media, this campaign supports our continued success. Additionally, the proposed budget amendment is within our financial means. The allocation of \$7,500 will be used judiciously to ensure the most efficient and effective campaign possible.

I kindly request the Board's consideration and approval of this budget amendment to facilitate the Facebook promotion campaign by TICA Corporate.

**YES:** Armel, Brown, Cherau, Faccioli, Goulter, Harrison, Knapp, Russo, Schiff, Shi, Stadter, Tasaki, Vlach  
**NO:** Barton, Hawksworth-Weitz, van Mullem

**COMMENTS FOR THE TREND: Knapp:** After trying this, if it doesn't work for the clubs, I'd like to see the money go directly to the clubs. **Russo, Cherau:** I would like to review at the end of the 2023 season and discuss whether it might be in the best interest of the clubs to receive the funds individually so as to promote their show as they find appropriate. **Stadter:** It seems to be unclear at this point how much this specific approach will help clubs in some areas of the world. I suggest that we try it out and that if it turns out that a similar but slightly different approach would work better elsewhere, the budget is then used for those efforts - possibly going directly to the clubs for their social media promotions. **van Mullem, Hawksworth-Weitz:** I would be more than happy to directly give our clubs \$50 per show to promote their shows. Unfortunately, our current corporate Facebook page doesn't show to have the same effectiveness as their local social media campaigns. And as we can only spend our money once I prefer to spend it on activities with the highest return on investment.

## This Board Ballot has Passed.

本投票は、特に観客動員数の増加に重点を置き、クラブとそのショーを宣伝することを目的としたフェイスブック宣伝キャンペーンを提案するものである。

本修正案は、フェイスブックのプロモーション・キャンペーンにかかる費用として、予算から7,500ドルを追加計上するものである。各ショーにつき50ドルで、各ショーの地元地域の猫愛好家を対象とした広告に充当する。このキャンペーンは、現在のショーシーズン（2023-2024年）の間実施される予定です。予算配分の内訳は以下の通り：

1. TICAコーポレートによるFacebookプロモーション：7,500ドル
  - o 2023年4月まで、ショー1回につき50ドルをカバーする。

理由：フェイスブックでのプロモーションは、イベントへの参加者を増やし、ターゲット層への当団体の認知度を高めるための戦略的な動きである。デジタル・マーケティングの重要性とソーシャルメディアの影響力が高まる中、このキャンペーンは当団体の継続的な成功を支援するものである。

加えて、提案されている予算修正案は、私たちの財政的手段内に収まっています。7,500ドルの配分は、可能な限り最も効果的かつ効果的なキャンペーンを確実にするために、慎重に使用されるでしょう。

TICAコーポレートによるフェイスブック促進キャンペーンを促進するため、理事会による本予算補正の検討と承認をお願いいたします。