

Hingham Women's Club Meeting Notes -- 10/23/2019

Welcome and Introductions (Caroline and Allison)

Darlene Lannon - encourages everyone to take photos at events for PR and posting

Dignity Matters – project by a high school student that provides feminine hygiene product, underwear, etc. for women in need. Great fit for HWC to align with and support through donations at meetings. Offer from Nancy who works at GE to provide razors/shaving cream if they can be taken and if not – possibly there is another charity that can take them.

2018 - Allison noted appreciation for the money that was raised last year towards the HWC's key programs including scholarships and supporting kids for 12 weeks at Hingham Rec Camp (second year in a row). Hingham Rec has also supported Festival of Trees so nice collaborative supportive relationship.

Committee Updates:

Still looking for Social Media and Content Marketing chair – need dedicated person – key role to expand visibility for HWC. Zoe Pirnie offered to help and ideally tag team with another interested person.

Membership update (Molly)

Currently 98 members – 16 new members joined in October and November. Members need to subscribe to newsletters through the HWC website. Everyone should check their email subscriptions.

Business Networking Group update (Liz)

In the past they have done successful luncheons – the first event will be in November. Most likely at Tosca – discussion on other locations that might be a good event spot. First will be evening (Weds) but looking at all good time/date options for future.

In January, they will do a workshop on confidence coaching. They also have a concept of Masterminds – taking people from areas of expertise and having cluster groups to grow and coach for businesses. Friday morning seems to be a good option that works for people.

Sponsorship Update (Sarah not in attendance so Allison)

This program allows businesses in Hingham to give a donation to the club and they are promoted by HWC. Members are encouraged to support them with likes on social media posts. Goal is to get one sponsorship a month. Sponsors get one Facebook post; one Instagram post; one email-blast and presence on website.

Kids that Care Update

Great time with Halloween celebration with kids at Queen Anne's Nursing Home today – new director who is fabulous – strong turnout. Ideas for next year are around trying to make better connections with the seniors. During early December (Tuesday/Wednesday), Committee will do Christmas Caroling there. Idea from Lorna Newman for reading program for older kids.

Jennie's son has formed a Boys Club through a local church that collected Halloween costumes for interfaith social services in Quincy. Gathered more than 100 costumes so great idea for 2020 execution. Also looking at donating candy and what organizations would take it.

This past spring there was a fund-raiser for Father Bills on an early release day that engaged kids as well as adults in making sandwiches. The Committee's plan is to do that again on November 6th with discussion around optimal location ideas.

Hospitality Update (Jo)

Great new member coffee recently – next one will be November 15th. Kids are welcome.

Senior Citizen Outreach - Thanksgiving Luncheon update (Pam)

Annual luncheon at the Senior Center will be on Wednesday November 20 from noon to 2:30. Pam will cook 100 lbs. of turkeys on Monday and there are sponsorships from several Hingham Brownie and Girl Scout troops for centerpieces. Donations from Fruit Center, Big Y, Fresh Market, and others will include a pie for everyone that comes to the luncheon. Anyone can donate pies – she needs around 75. Thanks in advance for everyone who will do side dishes and help volunteer. Pam will send list of what she wants and HWC will send out the Sign up genius. Members are also welcome to attend with kids. PRS will come over with fifth grade students to serve the luncheon. Pam has chaired this event for at least 15 years.

Christmas Party for the Homeless (Vanessa)

Event will be early December at Old Ship Parish House. Volunteer opportunities for members to do crafts, help families with toddler-wrangling and with photos with Santa that are printed that night. Also opportunity to help make/buy cookies for families to take home with them in reusable containers. Gift is velcro Rudolph. 65-80 kids attend annually.

Festival of Trees & Evergreen Evening update (Pam/Molly)

This is the largest HWC fundraiser of the year held during Christmas in the Square weekend - this year will be Friday night from 5-8:30 and Saturday from 10-1. First \$6K goes to scholarship and the rest of the money goes to Friends of the Homeless. Last year HWC raised \$18K total so \$12K for Friends of the Homeless. Silent auction of trees that are valued around at least \$100. Committee is currently asking for donations and there are still opportunities for volunteer and also for donations for experiences. Two sets of trees – one at main FOT event and other set at evening party to offer at the private ticketed event. Venue this year will be on the second floor at the Hingham Heritage Museum so need to make sure there is traffic. Members can help by liking and sharing social media posts. Idea to announce FOT through the announcer who is doing the musical acts at Festival on the Trees. Messaging idea to highlight that Festival of Trees is back at Hingham Heritage Museum. There will be lawn signs and flyers for store windows. Maddies Promise will also have a white tree at the event. There will be treats on the patio, photos with Santa, carolers, and potentially a piano player for Friday night. Email Pam to get on the FOT Committee at FOT@hinghamwomens.org. Tree decorating will be at Allison's the week prior or can be dropped off Friday 10-12.

This year HWC is also doing a cocktail party Saturday night called Evergreen Evening also at the Museum from 7-11 p.m. There will be a silent auction. Special need for people to help get stuff out by 11 p.m. Looking at new software for bidding for a silent action. Debating getting a photo booth for \$400 that produces photos and/or a social media frame for personal photos to help build visibility for HWC. There will be a DJ as well as food and drink. Jenny was able to get 7 cases of Rustic Spirits margaritas so will be a Merry Margarita specialty cocktail as well as champagne upon arrival. They are looking into fun cocktail-related giveaway ideas. Tickets will go on sale November 1st.

Additional Notes

On Sunday November 17th there is a HWC Shopping morning at the Toy Box in Hanover. They offer a 20% discount and will wrap and help pick out gifts.

Jennifer Sherman has offered to be new Treasurer – board will take vote after the meeting.

Next HWC meeting is November 6th – location TBD.