



COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson
Cheryl Mojta, Vice Chair

Tuesday, June 26, 2018

1:00 p.m. - 3:00 p.m.

Conference Call

Minutes

In Attendance:

Cheryl Mojta	NJ Child Assault Prevention
Matthew Schwartz	Youth Representative
Cristi Bruce	Special Education Teacher
Lynn Patmalnee	Foster and Adoptive Family Services
Jason Butkowski	Department of Children and Families

DCF Staff

Daniel Yale	DCF – Office of the Commissioner
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Welcome and Introductions

A brief welcome was provided by Cheryl Mojta and each attendee briefly introduced themselves.

Review of Materials to promote the Children’s Trust Fund (CTF)

This conference call was conducted to review accomplishments that had been made since the previous meeting. The committee is currently working on marketing collateral for the Children’s Trust Fund (CTF) to increase the visibility and donations to the CTF in New Jersey. Cheryl informed the committee that she had written and provided a rough draft of a cover letter to tax preparers. The committee discussed the cover letter and made suggestions for edits and improvements. Edits were made to improve the letterhead to include the CTF logo on the top left, the Task Force logo as a watermark, and the DCF logo on the bottom right. The intent of the letter is to be simple and informative, yet appealing. The committee felt that the letter needed to have more information about what the CTF is, who administers the fund and makes decisions, what kinds of initiatives have been funded by the CTF, and possibilities of funding initiatives in the future. The committee felt that the use of bullet points to describe the previous use of funding would be the simplest, most effective manner. A link to the CTF was provided in the body of the letter, should the tax preparer want further information. During the meeting, the committee agreed to use Google Drive so that each member had the ability to make changes and/or see the changes being made simultaneously. The committee reviewed the content of the letter and changes were made accordingly.



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Daniel Yale agreed to obtain and provide the address and telephone number for the CTF to include on the letterhead. Cristi Bruce informed the committee that she will continue to work on the logo and letterhead and submit it to the committee by July 6, 2018.

Cheryl Mojta asked Jason Butkowski if he received the list of tax preparers from the Office of Consumer Affairs. Jason informed the committee that he had not yet received the list, but that he sent an email following the previous meeting. Jason informed the committee that he was directed to email another person within the Office of Consumer Affairs for the information, but he has not yet received any further information.

The committee discussed when the letter would be sent to tax preparers. The committee agreed that it should be sent in the beginning of January. The committee felt that the information may be lost if sent during the holiday season and that the public would be receiving their tax information in the middle of January. This would also allow the information to be “fresh” on tax preparer’s minds as they prepared for the upcoming tax season.

Cheryl asked if the committee would discuss the panel card that was created to be displayed on the desk of tax preparers. Jason informed the committee that the DCF graphics designer will work with the panel card to improve the design. Cheryl strongly suggested that the panel card include a picture of children to draw people to look. DCF will send the panel card to the rest of the committee for comments on July 6, 2018.

The committee discussed the previous idea of having a campaign entitled “Million Dollar Campaign”. The committee agreed that the title was not appropriate for the fundraising campaign. The committee felt that title should contain more of what will be done with funding. Lynn Patmalnee suggested that the committee use the phrase “What would you give to prevent child abuse?” Jason agreed to use that phrase on the creation of the panel card.

The committee discussed the idea of using cards inside stores that would display the names of those who had donated. It was agreed that many donations are now accepted at the electronic pin pad at stores when consumers are paying for merchandise. The pin pad gives options on how much to donate and then charges it directly to a credit card. The next step is to get stores involved. Matthew agreed to look into having stores get involved with fund raising by researching retail stores’ policies and procedures.

Matthew informed the committee that Community Alliance Program (CAP) at the Boiling Springs Savings Bank helps non-profit agencies with free printing of materials and assistance with fundraising. Cheryl informed Matthew that the committee would need something in writing from the bank to submit to the Task Force for approval. Matthew stated that he would need authorization from the Task Force to speak on their behalf regarding the CTF. The committee agreed to ask for that authorization from the Task Force rather than asking for funds from the CTF.



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Next meeting – August 28, 2018 at 1:00 PM