

Discovery to Cure Gala Committee Meeting Review May 31, 2007 - Westport, CT

The first DTC Gala 2008 meeting was held at the home of Maureen David. Special thanks to her for hosting this event and the wonderful dinner she prepared. The following is an overview of what we covered, and a few goals for the coming months.

Co-chair Jacques Dickinson encouraged us to consider the efforts to communicate and connect with people/supporters about DTC's vital research as our primary goal. The Gala 2008 should be an inclusive celebration of all the successful outreach we've achieved during the months leading up to it. He gave us some exciting ideas of how to get the message out about early detection, and how to encourage funding the important research being done at Yale for early detection and treatment – and to remember that it has a global impact.

Co-chair Stephanie Ercegovic echoed this with her ideas of connecting with corporations and other community groups to whom we could offer informational programs concerning early detection. Three or four of these outreach programs (probably scheduled fall 07/winter08/early spring 08) would provide DTC's important information and present an opportunity for individuals to become involved in our committee, and may encourage these host corporations to consider a sponsorship for the Gala.

She also urged all of us to consider friends/colleagues who may have an interest in joining our committee, as well as any business/corporation connections we have that may be useful in our fundraising efforts. (I have enclosed forms in this mailing for you to complete and return to me.)

Other ideas that were discussed concerning methods for making DTC information available included:

- **Website**
 - Creating a website that would include a variety of things such as the achievements of DTC over the years (how far we have come), the current research and ongoing clinical trials, information about early detection etc. It could also include ways to get involved (join our committee, make a donation, etc.) and could serve as a way for the committee to check out minutes from meetings, upcoming events etc..
- **Media and Marketing**
 - Place a poster/brochure at Yale OB-GYN waiting room to disseminate information about DTC and Gala planning committee
 - Push every possible PR opportunity for broad press coverage – get out regular press releases
 - Possible billboard advertising for website
- **Events**
 - Host a High Tea that would include a talk from one of the DTC doctors.

Stand and Be Counted had been proposed as the theme for the Gala's honorees. Instead of honoring one or two individuals, the honorees would be the survivors –the patients, their families and friends; anyone who is involved in treatment, support and even grieving. Generally the committee liked this idea, and Chris Pates confirmed that the doctors and staff also liked this idea very much. This is NOT our “decorating theme” which remains to be discussed and decided. It was agreed that the Gala 2008 needs to have a completely different look from the 2006 Fall Fantasy, which was by all accounts extraordinary.

Chris encouraged us to consider all activities planned and subsequent funds realized as contributions to the total fundraising goal for DTC – not just the donations taken directly for the Gala event. There is at least one opportunity for a fundraising event on the horizon by a donor interested in contributing the proceeds to DTC – this can be included in our total for the Gala 2008 goal.

Stephanie encouraged everyone to consider volunteering on one of the initial subcommittees being formed:

- Outreach Programs (assist with contacts for locations/audiences – corporations/clubs etc.)
- Commemorative Journal (Business ads -Personal tributes)
- Silent Auction/Raffle (Solicit select, high-end donations – consider format – perhaps have some live auction items)

We are looking for individuals to take a leadership role in each of these subcommittees! Sue is available to help all of you along the way.

Committee deadlines:

- Complete and return to Sue the enclosed committee member/corporation contact info sheets – Consider all of your contacts as possible helpers in the cause.
- Decide which subcommittee you'd like to participate in – *consider a leadership role!*

Our next full committee meeting will probably be in early September, but you will be contacted during the summer to discuss your areas of interest.

Our thanks again to Maureen for hosting the meeting in her lovely home. Thanks to all of you who attended. For those of you who were unable to be with us last Thursday, I will be in touch regarding upcoming meetings and to talk about your interest in our current efforts.