

Chandler Museum Foundation
Awareness and Engagement Goal

I. Purpose

The purpose of the Awareness and Engagement Goal is to increase support for the Museum among individuals and businesses and thus, enable the Chandler Museum Foundation (CMF) to fulfil its Mission.

II. Composition and Reporting

Awareness and engagement is the responsibility of all CMF Board Members. Select members will take the lead in engagement and relationship development efforts. These members will coordinate with the Executive Subcommittee.

III. Strategies

Engage with key City of Chandler (City) stakeholders to build awareness of the Museum.

Enlist key City officials, past or present, to support CMF goals as champions for the Museum.

Leverage City of Chandler stakeholders to engage business stakeholders in support of the Museum.

IV. Tasks / Tactics

Schedule in-person meetings to develop and maintain relationships with at least three members of the City Council, in addition to those who already have demonstrated solid support.

Develop a message which demonstrates the Museum value proposition in connection with the City's 2023-2025 strategic "Quality-of-Life" priority.

Maintain a political neutral position in delivering the Quality-of-Life message to local businesses.

Develop a short list of businesses to receive an invitation, co-signed by Council member champions and the CMF Chair, to have lunch and learn about the Museum.

Develop an invitation list that includes Chandler Chamber of Commerce, Rotary Clubs, School Districts, and private sector businesses (i.e., Intel, Air Products, MicroChip, etc.) to hold meetings and/or retreats at the Museum.

Collaborate with other museums, including recipients of the Basha collection, to learn more about the Basha family history in Chandler via the Museum and to create an ongoing cosponsored event.

V. **Meeting Frequency**

Build relationships via an annual report to the City Council on the Chandler Museum Foundation's accomplishments and recommendations.

Maintain annual contact with local businesses via visits, invitations, and collaborative projects.