



**COMMITTEE MEETING
REPORT**

MEETING DATE: 4/24/25 _____

COMMITTEE TITLE: _____ Leads _____

COMMITTEE MEMBERS PRESENT

**Michael Aronson
Mike Fox
Chuck Fulanovich
Deb Siegle**

COMMITTEE MEMBERS ABSENT

**David Gaskill
Curtis Lane**

COMMITTEE DISCUSSION SUMMARY (include description, help needed from the office, etc.)

DISCUSSION ITEM

Discussed new lead form and to look for tips on how to use form, give leads for future communication

Need to further clarify and remind that Referral types through any channel (including Internet) will now be categorized as Referrals. We're eliminating the category of Internet Leads. However, we still want to report the referral leads given over any of the Internet channels. We'll just now will be reporting them under Referrals. We will not be recording or tracking Likes or Follows any longer.

Get How To bookmark lead form link on your Smartphone

Michael Aaronson for iPhone

Hopefully Chuck's son can identify how to do on Android

Share findings / how to's at future meetings

Encourage reporting lead through your phone bookmark right after you give the lead

Use leads data to inform proactive actions by Leads committee

Get giving leads tips from Top Leads givers

Identify those not giving leads and determine if they are giving leads but not recording them, or are not comfortable giving leads, and help address any issues/obstacles

Focus on Quality leads, not quantity

Michael to request access to the google docs leads results for the Leads committee