

Odyssey Development Committee Retreat

May 13, 2016

What went well in 2015-2016 re: development?

Auction

- Wide variety of items for auction (good price points)
- Attendance/strong support
- \$21K raised - met budget goal

Adventure Campaign

- Consistent source of revenue
- 2/3 of families give

Annual Campaign, including CO Gives Day

- Made equal to years prior
- Flyer was helpful + gave families time to prepare

Where could we improve for next year?

Auction

- Not enough parties
- Only 20-30% of families participate/attend
- Same people giving as buying
- Time consuming to plan

Adventure Campaign

- More opportunities to increase revenue that are not yet tapped

Annual Campaign, including CO Gives Day

- Some growth potential
Need to plan in August
- More reminders needed

Misc: Communication + Engagement + Systems

- Need a more systematic approach (1-3-5 year plan)
- Develop/cultivate new crews
- Get middle school crews more engaged
- Cater to those most interested
Get more people involved
- Look to other schools
- Need to better communicate and allow families time to plan out year
- Establish norms for ask outside of these giving opportunities

Goals for Development Committee

Culture of Philanthropy

Coordinating
function

Fundraising

Direct responsibility
(Board + Dev Committee)

Community
Building

Family Council

Volunteering

Staff + Executive Director

Responsible
party

Wish list structure for development committee

Development
Committee
chair

Chairs (auction,
adventure,
etc.)

1+ member of
Family Council

Finance
Committee
member

Jackie Wells

Marnie Cooke

Proposal on fundraising for 2016-17 school year



Events for 2016-17 year

Communication of giving opportunities for year
e.g. 100K/100% campaign

YO buddies party

Adventure Campaign +
(early year giving + follow up to families after adventure)

Colorado Gives Day
(Kickoff to Annual Campaign)

Auction

Direct Giving Parties

Bingo night

Summer reading hours

Next steps

- ID chairs for each event
 - Adventure+ - **Jason** to reach out to Kevin S
 - YO Buddies party – Christine Reed? Amy Mohraz? Colleen? Tracy?
 - Direct Giving Parties – **Tina** (Wines for Humanity?)
 - Bingo night – **Christina**
- Check in on shifts in calendar
 - Auction date shift – **Tina** to check in with auction chairs – Not approved. Will keep auction in the Spring.
- Prep adventure campaign packet (**Christina**)
- Plan communication/launch of 100/100 (**Marnie, Christina**)
- Access to date (**Marnie, Jackie**)