Development Committee Meeting Record

Monday December 17, 2018

3:30 | Gives Day Debrief (Katy, Meredith, all)

• What worked well
  o Social media campaign was good
  o Donuts and Donations worked well
  o Text that Travis sent out via text worked well. This should be incorporated into communications in future years

• Areas for improvement
  o We did not send out postcards, but did that seem to hurt us?
  o Board calls can happen earlier. Should also send out follow-up texts
  o Need to provide better speaking points
  o Send out a text through School Flyer
  o In general, make it easier for people to give
  o Should we consider doing Tuesday Giving rather than Gives Day because the paperwork takes time?
    ▪ Need to set deadline to make a decision for this. April? May?
  o Possibly have a community builder closer to Gives Day for excitement
  o Can assess next year if we have a Kick-Off party or something to launch the Gives Day campaign. Does the Board host a party?
    ▪ Top Donors Party. Invited party to ask top donors to give again. In the past this was more of a thank-you party. October/November party as a thank you for the past year.

• Number of donations
  o $28,500 raised

3:40 | Auction Update (Katy)

• Food and alcohol are underway. Location has been secured. Date set.
• Need to focus on sponsorships and donations right now
• Last year we had $2,000 of sponsorships. Target more this year
• Thursday folder will have sponsorship and auction donations this week. Also send an email. Thursday folder and email to go out again in January.
• Should be focusing on top 10 money-earners in each category for auction items. Katy and Erin to meet and discuss next steps.
• By January 15th, initial contacts will be made to top 10 money-earners in each category

4:20 | School-Wide Sponsorship Status? (Erin)

• Will need to distinguish what the difference is between school-wide sponsors and auction sponsors, and if this happens next year
4:30 | Foundation Discussion

- February Development Committee will focus on a foundation discussion

4:45 | Wrap-up

- Confirm next meeting date/time
  - January cancelled to focus on auction meeting