

Development Committee Meeting Record

Monday December 17, 2018

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

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

- Areas for improvement
 - We did not send out postcards, but did that seem to hurt us?
 - Board calls can happen earlier. Should also send out follow-up texts
 - Need to provide better speaking points
 - Send out a text through School Flyer
 - In general, make it easier for people to give
 - 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?
 - Possibly have a community builder closer to Gives Day for excitement
 - 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
 - \$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