



## **April 2017 Fund Development Report:**

### **Current totals:**

**Received in March 2017: \$3082.82**

**Total to date: \$96,2011.34**

**2016 Comparison: March total: \$3780.50 Total: \$93,619.46**

### **Activities:**

The Fund Development committee met twice during this period: on Wednesday, March 22 and Wednesday, April 12. Agenda items included post-auction review, planning activities and timelines for annual campaign week (May 8-12), reviewing thank you/recognition processes for donors and sponsors, website review, and structuring a plan for future software implementation.

Post Auction Review: Detailed totals are not finalized yet since some receipts are still coming in, but the auction raised approximately \$90,000 (net). The committee plans to schedule meetings with the auction chairs and the solicitation team before the end of the school year. The committee will be taking the auction chairs to dinner at Endive (one of our key in-kind donors) on April 20.

Annual campaign week: Scheduled for May 8-12. We have created a plan for the week which includes a newsletter/e-blast on Monday; distribution of materials in car pool and at info tables, a courier blast, a fund development coffee on Friday, May 12, and announcements/kids video messages. We plan to review current giving totals and participation prior to annual campaign week to reach out to families who have not given.

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We are also considering an informal kids penny drive (jars at the info tables on Monday and Friday). We are ordering some new yard signs and organizing our materials for this final push.

Annual campaign and auction sponsor recognition/donor appreciation: The committee discussed delaying a major donor party until the fall (so that the party can recognize donors through the full donation cycle and kick off a new year of giving). We also discussed ways to recognize all donors, and to have processes for timely thank you notes and how best to avoid confusion between tax letters and thank you messages.

Website updates: The committee would like the ANCS giving page to be updated with the Gather and Grow banner. Since there is a new system in place for receiving donations we are also looking into how donors can receive immediate thank you notes via email (a process we had in place with our older system). Ideally the website would also include more information about the campaign and a thermometer or other visual that provides updates regarding giving.

Software Update: Meeghan Forston consulted with a software expert and created a report that she shared before the committee meeting on March 22. Kari also recommended a software option that aligns well with Georgia Gives. The committee is meeting on Wed. April 19 to discuss the process and set up a timeline/list of tasks necessary as we move towards software implementation. These include ensuring all data and records are up to date and accurate, analyzing what our fund development priorities and needs are from the software, and assessing a long-term plan for what our donor lists and needs may look like in 5-10 years.

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### **External Funding Updates:**

ANCS has the following funding requests out there currently:

- ANCS received a \$50,000 solar panel rebate in March 2017 for the solar panels we will be installing at the Elementary campus.
- We will hear back in May about a USDA “Farm to School” program grant we applied for.

