



## **MAY 2017 Fund Development Report**

April 2017 Donations received: **\$4844.56**  
Year to date: **\$101,056.00**

### **Comparison to 2016:**

April 2016 Donations received: **\$9388.09**  
Year to date: **\$103,007.55**

### **Meeting updates:**

Members of the fund development committee had multiple meetings and work sessions in the past month. Meeghan Fortson, Narin Hassan, Kim Kurtz, and Matt Underwood met on April 12 to discuss winding down this year's activities (annual campaign week, software research, data analysis) and planning for next year (orientation, strategizing materials, event planning). Michael Boardman joined Kari Lovell and all the members of the fund development team the following week, on April 19, to discuss software options and create a timeline/plans to organize data for a software transition. Matt, Meeghan, and Narin also met on May 3 to review annual campaign week plans and work on the newsletter and other publicity for the week. Finally, Meeghan and Narin met with the auction chairs on April 21 to check in with them regarding wrapping up auction activities and planning for next year.

### **Activities:**

The fund development committee thanked the auction team and supported our largest in-kind sponsor (Drew Ihrig at Endive) with dinner at Endive on April 21. We also purchased flowers from Tulip which were presented to the organizers.

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We organized annual campaign week from May 8-12. We kicked off the week with a carpool welcome at the Elementary campus from ANCS student volunteers and members of the fund development team. We handed out information, magnets, and “Grow the Love” seed packets. We also had an info table with donuts. We also did a Middle campus table/afternoon car pool distribution on Wednesday. On Friday, we organized a coffee at the Elementary campus with baked goods from Chef Bradley and made a morning meeting announcement about the campaign.

Our communication/social media campaign included a Gather and Grow newsletter on Monday, a courier message on Wednesday, and ongoing “Why I Give” narratives and reminders on Facebook. We are continuing to collect these quotes for use next year.

**Data review/analysis and planning for next year:** This month we will be reviewing our data and contacting donors at the highest levels to thank them personally. We will wait until the fiscal year is over to organize some kind of appreciation party. We also plan to have a new family fund development session for the fall, and to try to have more material about the campaign visible during the orientation/registration process.

Meeghan and Narin plan to build upon an already created auction tipsheet that was given to chairs this year and gather timelines/information from previous years into a simple manual. We are also strategizing ideas for a sponsor recognition party.

The fund development team plans to meet with PTCA leadership to plan the calendar for next year and review fundraising guidelines.

We plan to send a few more social media reminders about the campaign before June 30.

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