



**Fund Development Report // August 2017**  
**Prepared by Meeghan Fortson**  
**ANCS Governing Board Meeting // August 15, 2017**

**2016-2017 Gather & Grow Fund (Annual Campaign):**

Year-End Total: **\$119,915**  
Family Participation: **Approx. 50%**  
(July 1, 2016 – June 30, 2017)

**Comparison to last two fiscal years (as reported to Board):**

2015-2016 Total: **\$122,507\***

2014-2015 Total: **\$140,463\*\***

*\*This total reflects donations through May 2016*

*\*\*This total includes \$15,407 from Auction*

**2017-2018 Gather & Grow Fund (Annual Campaign):**

July 2017 donations received: **\$2,658**  
Year to date: **\$2,658**

**Comparison to 2016:**

July 2016 donations received: **\$3,213**  
Year to date: **\$3,213**

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**Wrapping up 2016-2017:**

At the May 2017 Board Meeting, we had raised **\$101,056** for the 2016-2017 Gather & Grow Fund and had just concluded annual campaign week (May 8-12), where we promoted the Gather & Grow Fund and our goal of 100 percent participation.

Fund Development efforts continued throughout May and June to wrap up the fiscal year. Meeghan Fortson and Narin Hassan met on **June 28** to draft two Gather & Grow e-blasts (sent on June 28 and June 30), reminding constituents to make their 2016-2017 gift by June 30. In addition, reminders were also posted on Facebook during the final week of the fiscal year.

These year-end efforts resulted in an additional **\$18,859** in May and June for the Gather and Grow Fund, bringing our final total to **\$119,915** as of June 30.

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## **2017 Auction Wrap-up & Planning for 2018:**

The 2017 Auction in March raised approximately **\$90,000** for the school's operating budget. Meeghan and Narin continued to wrap up Auction activities in May by meeting with Auction Sponsorship Chairs Michele Kresge and Megan Noble on **May 22** to debrief on their experience and gather feedback for soliciting sponsorships in future years. Kim Kurtz, Fund Development Assistant, attended the meeting as well. Meeghan and Narin are working to put together an auction manual with tips, timelines, guidelines, and other helpful information for future auction committees.

Plans for the 2018 Auction are already underway, and we hope to have more information to share at the next board meeting. The 2018 Auction is tentatively scheduled for **Saturday, March 3**.

## **Summer Meetings/Activities:**

- **Meeting with PTCA Leadership:** On **May 31**, Meeghan and Narin met with Matt Underwood and new PTCA President Hannah Beth Millman and PTCA Fundraising Coordinator Rachel Ezzo to review fundraising guidelines, coordinate fundraising efforts, and discuss the calendar for the 2017-2018 year. We plan to meet periodically to coordinate fundraising efforts throughout the year.
  - **Website Updates:** Over the summer, Meeghan and Narin worked with the school to create a Gather & Grow page on the ANCS website with fresh text and photos. The new page can be found under "Support ANCS" on the home page, and it provides information about the annual campaign: where the money goes, why it is important to give, how to make a gift, and a link to the donation form.
  - **Registration Forms Update:** Meeghan and Narin also worked with Matt to update the Fund Development, Grandparent Info, and Student Profile registration forms that parents fill out each fall to ensure accurate collection of data and updated language about Fund Development.
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- **Fundraising Software Update:** Also this summer, Matt, Narin, Meeghan, and Kim met several times to discuss our fundraising software/data management options. We have narrowed the search to two options and are close to making a decision after having participated in demos/meetings with the companies on **August 2**, **August 9**, and **August 10**. Once we decide on the platform that will work best for our needs, we will meet to create a timeline and plan for implementation.

### **2017-2018 Goals/Activities:**

- Meeghan, Matt, Narin, and Kim met on **June 30** to discuss plans for the upcoming year including data management systems, new parent informational event, and updating our fund development materials. This fall, we will work on updating “rack cards” for Fund Development that can be used later in the year.
  - Meeghan, Narin, and Kim met on **July 12** to review, itemize, and organize all annual campaign materials at the Elementary Campus as well as determine what materials need to be ordered for 2017-2018.
  - Meeghan and Matt met on **July 27** to review the annual campaign calendar and strategy for the year. New this fall, we will hold a donor appreciation event to thank our major donors and sponsors from the 2016-2017 year and encourage their support again in the 2017-2018 year. We plan to send a fall solicitation mailer to parents and grandparents in early October.
  - A Fund Development table (with Gather & Grow brochures, magnets, etc.) was set up on both campuses during their open houses on **July 31**.
  - On **Sunday, August 13**, Matt and the ANCS Governing Board hosted “ANCS 101: Growing from Acorn to Oak”, an informational gathering for families of new students from 3:30 – 5:00 p.m. at the Elementary Campus. Matt Underwood provided a history of the school and how it was founded; Mitch White (Board Chair) gave an overview of the Governing Board and Charter Schools; Meeghan Fortson (Fund Development Chair) spoke about
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the Gather & Grow Fund, the Auction, and volunteer opportunities. Kim Kurtz (Fund Development Assistant) also attended. Light refreshments and childcare were provided. A small but engaged group of parents attended. This year a Paperless Post invitation was created, and a follow-up mail was sent to all those invited after the event.

- In preparation for the Board Retreat next month, Matt Underwood, Mitch White, Meeghan Fortson, and Narin Hassan will meet on **Friday, August 18** to assess Fund Development activities in general, debrief from 2016-2017, and discuss strategy and goals for 2017-2018.