



Fund Development Report // September 2017
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // September 19, 2017

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

August 2017 donations received: **\$3,714**

Year to date: **\$6,372**

of donors: **42**

Comparison to 2016:

August 2016 donations received: **\$4,125**

Year to date: **\$7,338**

of donors: **51**

The goal of the 2017-2018 Gather & Grow Fund is to raise **\$125,000** by June 30, 2018, the end of our fiscal year. This represents a small increase over last year's total raised of \$119,915. Our goal of **100 percent family participation** remains the same. All families are encouraged to support the annual campaign at the level that is right for them.

Two months into the fiscal year, the Gather & Grow Fund is tracking just slightly behind where we were last year at this time. The donations received so far are mostly recurring donations and matching gift payments, as no one has been solicited yet.

The 2017-2018 Gather and Grow Fund will kick off the first week of October with the following activities:

- The first **Fund Development Newsletter** will be emailed the week of Oct 2 to announce the goal and kick off the annual campaign.
 - The **fall solicitation mailing** will be mailed (Oct 4-6). There will be two versions of the mailing: one to current parents and one to grandparents. The mailing will include a message from Matt Underwood, a pledge card, and a reply envelope.
 - Meeghan Fortson will attend a **Faculty and Staff meeting** (tentatively Oct 4) to encourage faculty and staff members to support the Gather & Grow Fund. They will receive the fall solicitation mailing in their mailboxes on campus.
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In addition, on **Tuesday, October 3**, from **6-8pm**, we will host a donor appreciation cocktail party at Mediterranea Restaurant and Bakery in Grant Park. A paperless post invitation from “Matt Underwood and the ANCS Governing Board” was emailed on September 12. The purpose of the event is to thank **last year’s** donors who supported the 2016-2017 Gather & Grow Fund at the Nurture donor level or higher. Donors will not be solicited that evening, but it is our hope they will continue to support the school at the leadership level.

As a reminder, our major giving circles are as follows:

Nurture
\$1,000-\$2,499: Sapling Donor

Cultivate
\$2,500 - \$4,999: Oak Donor

Thrive
\$5,000 and up: Leadership Circle

We also extended the invitation to a few special guests, including our 2017 auction sponsors at the Prize Punch (\$1,000) and High Wire (\$2,500) levels. To date, over 40 people are planning to attend the event. The ANCS Governing Board is invited and encouraged to join us in thanking our school’s most generous donors.

2018 Auction:

We are actively recruiting leadership volunteers for the 2018 Wonderball auction. The auction is tentatively scheduled for **Saturday, March 3**. Anyone interested in volunteering for the auction should contact Meeghan Fortson at mfortson@atlncs.org.

Fundraising Software Update:

Over the summer, Matt Underwood, Narin Hassan, Meeghan Fortson, and Kim Kurtz met several times to discuss fundraising software/data management options. After thorough research and demos/meetings in August, the school signed a contract with



Bloomerang (www.bloomerang.co). Meeghan and Kim will have the first onboarding call with Bloomerang on **September 19**, and will then work with Matt to create a timeline and plan for implementation this fall. It is our hope that this software will provide a more efficient and effective solution for our gift and donor tracking, reporting, and acknowledgment needs, while also allowing us to better personalize our solicitation and stewardship efforts in the future.

Meetings/Activities:

- In preparation for the September Board Retreat, Matt Underwood, Mitch White, Meeghan Fortson, and Narin Hassan met on **August 18** to assess Fund Development activities in general, debrief from 2016-2017, and discuss strategy and goals for 2017-2018. It was a productive meeting, in which we reviewed a detailed analysis of the 2016-2017 Gather & Grow Fund. This analysis was distributed to the Board at the retreat.
- On **Sept 6**, Meeghan Fortson and Matt Underwood met with PTCA President Hannah Beth Millman, PTCA Fundraising Coordinator Rachel Ezzo, and Yard Sale Coordinator Angela Christie to discuss fall activities (Yard Sale, Fall Fest, Grandparents Day, Annual Campaign) and to coordinate fundraising efforts. We will continue to meet and coordinate efforts throughout the year.
- Meeghan Fortson, Matt Underwood, and Kim Kurtz (Fund Development Assistant) met with Lucy Fry from Biscuit Studios on **Sept 6** to review all current Gather & Grow Fund materials and branding as well as to discuss upcoming projects for the year, including the fall solicitation letter, new Gather & Grow magnets, and Why I Give narratives.
- On **August 29** and **Sept 8**, Meeghan Fortson, Matt Underwood, and Kim Kurtz met to discuss Fund Development activities, including the Donor Appreciation party and the Fall Gather & Grow Fund Solicitation mailing. We also reviewed new gifts received in August. We will continue to meet monthly, about a week prior to Board meetings.

For a full list of Fund Development solicitations and activities, please see the calendar below.



ANCS
2017-2018 Fund Development
Calendar of Solicitations & Activities
Draft 9/16/17

July

31 Open House at Elementary & Middle Campuses (*Fund Development has a table*)

August

13 New Parent Event

September

October

2 Fund Development Newsletter #1 (*Kick off 2017-2018 Gather & Grow Fund*)
3 Donor Appreciation Event (*2016-2017 Gather & Grow Fund Donors at or above \$1,000*)
4 Faculty Meeting (*Fund Development Chair to attend; encourage support of Gather & Grow Fund*)
6 Fall solicitation letter to Parents and Grandparents
20 Grandparents & Special Friends Day (*Fund Development has a table*)
21 Fall Fest (PTCA)

November

13 Fund Development Newsletter #2 (*Promote GA Gives Day*)
16 Georgia Gives Day (*Make your Gather & Grow Fund Donation if you haven't already!*)

December

18 End-of-year Email Solicitation (*Reminder of 2017 tax deadline*)
21 Alumni Gathering (*tentative*)

January

February

12 Fund Development Newsletter #3 (*Promote Auction, Gather & Grow Reminder*)

March

3 Auction (*tentative*)

April

May

TBD Run With the Wolves (PTCA)
7 Fund Development Newsletter #4 & Social Media Posts (*Promote Annual Campaign Week*)
7-11 Annual Campaign Week (*tentative*)

June

11 June 30 Email Solicitation #1 – *Reminder to give by June 30*
25 June 30 Email Solicitation #2 – *Reminder to give by June 30*
30 June 30 Email Solicitation #3 – *Last day to give to 2017-2018 Gather & Grow Fund*

*** Include messages in Courier as needed throughout the year*