



**Fund Development Report // October 2017**  
**Prepared by Meeghan Fortson**  
**ANCS Governing Board Meeting // October 17, 2017**

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

September 2017 donations received: **\$2,891**

Year to date: **\$9,262**

# of donors: **115**

Goal: **\$125,000**

**Comparison to 2016:**

September 2016 donations received: **\$5,995**

Year to date: **\$13,333**

# of donors: **n/a**

---

The **2017-2018 Gather & Grow Fund** officially kicked off at the beginning of October with a goal of \$125,000 and 100 percent participation from our community.

The totals above reflect gifts to the 2017-2018 Gather & Grow Fund received through the end of September, which is before solicitations were mailed. Most of the donations received so far are from donors who have set up recurring payments. We are tracking about \$4,000 behind where we were last year, and further research is needed to determine possible explanations. Now that the fall solicitation has been mailed (Oct 6), we expect to see a significant jump in donations over the next month.

The following activities in October are part of the launch of the 2017-2018 Gather & Grow Fund:

- On Tuesday, October 3, from 6-8pm, Matt Underwood and the Governing Board hosted a **Donor Appreciation Party** to thank *last* year's most generous donors to the school. Grant Park's Mediterranea Restaurant and Bakery closed its doors to the public to host our event. Over 50 guests attended and enjoyed heavy appetizers, cocktails, and the beautiful fall weather on the roof deck of Mediterranea. Guests included 2016-2017 Gather & Grow Fund donors at the Nurture donor level (\$1,000) or higher, 2017 Auction sponsors at the \$1,000 level and above, last year's and this year's ANCS Governing Board, and select special guests.
-



Mitch White, Matt Underwood, and Meeghan Fortson spoke at the event, emphasizing the importance of Fund Development to the ongoing success of ANCS. Matt announced that ANCS had been awarded a large federal grant for the CREATE program, which would not have been possible without the gifts to the operating budget that allow the school to focus on other initiatives such as CREATE. Meeghan encouraged guests to maintain their support of the Gather & Grow Fund at the leadership level and to be on the lookout for the solicitation mailing in the coming days. Meeghan thanked Mediterranean staff for their support of ANCS with a bag of ANCS gear, including t-shirts, magnets, and stickers.

On October 6, Matt Underwood sent a follow-up email to guests thanking them for coming and encouraging their leadership level support of ANCS. Photos from the event as well as the link to give online were included in the email.

- The **fall solicitation** was mailed on Friday, October 6. There were two versions of the mailing: one to Current Parents and one to Grandparents and Special Friends. The mailing included a message from Matt Underwood, a pledge card, and a reply envelope.
- The first **Fund Development Newsletter** will be emailed the week of Oct 16 to follow up on the mailing, announce the goal, and kick off the annual campaign. An announcement will also be included in the Courier.
- Meeghan Fortson attended the **Faculty and Staff meeting** on Oct 4 to encourage faculty and staff support of the 2017-2018 Gather & Grow Fund. Meeghan will email a PDF version of the fall solicitation mailing to Faculty and Staff the week of October 16.

## **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@atncs.org](mailto:mfortson@atncs.org).

---



## **Fundraising Software Update:**

Meeghan, Matt, and Kim had the first onboarding call with Bloomerang, our new data/donor management software, on **September 19**. Kim Kurtz, Matt Underwood, and Kari Lovell met to determine next steps for gathering and preparing the data for implementation. Meeghan and Kim will meet this month to discuss the particulars of the data we plan to track with Bloomerang in an effort to meet our development/fundraising needs. 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.

## **Other Meetings/Activities:**

- On September 28, Meeghan Fortson, Matt Underwood, and Kim Kurtz (Fund Development Assistant) met to discuss Fund Development activities, including the upcoming donor appreciation event and the Fall Gather & Grow Fund solicitation mailing.
- On October 6, Meeghan and Matt met to discuss Fund Development activities, including solicitation of Faculty and Staff, data/donor management software, the 2018 auction, and the Fund Development table at Grandparents and Special Friends Day.
- This week, Meeghan Fortson and Matt Underwood plan to meet with PTCA President Hannah Beth Millman, PTCA Fundraising Coordinator Rachel Ezzo, and PTCA Vice President Paige Teusink to discuss messaging around the differences between PTCA and Fund Development. This messaging will be included in Gather & Grow Fund Newsletter and PTCA Newsletter throughout the year to help clarify for parents the various ways to support ANCS.

***For a full list of Fund Development solicitations and activities, please see the calendar on the next page.***

---



**ANCS**  
**2017-2018 Fund Development**  
**Calendar of Solicitations & Activities**  
*Updated 10/14/17*

**July**

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

**August**

13 New Parent Event

**October**

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 (Mailed 10/6)  
6 Follow-up email to Donor Appreciation Event Attendees *(include giving link and photos)*  
17 Fund Development Newsletter #1 *(Kick off 2017-2018 Gather & Grow Fund, differences btwn PTCA & FD)*  
18 Announce 2017-2018 Gather & Grow Fund in Courier Post *(Submit by 10/17)*  
19 Email from FD Chair to Faculty/Staff with Gather & Grow PDF *(Include Participation goal)*  
20 Grandparents & Special Friends Day *(Fund Development has a table)*  
21 Fall Fest (PTCA)  
23 Follow-up email to Grandparents and Special Friends with PDF

**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)*

**February**

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

**March**

3 Auction *(tentative)*

**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*

---