



Fund Development Report // February 2018
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // February 27, 2018

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

January 2018 donations received: **\$3,215**

Year to date: **\$79,967**

of donors: **450**

Goal: **\$125,000**

Comparison to 2017:

January 2017 donations received: **\$2,694**

Year to date: **\$88,009**

of donors: n/a

January is typically a slower month for donations to the Gather & Grow Fund. Since our report last month, approximately \$3,000 has come in for the 2017-2018 Gather & Grow Fund, bringing our total amount raised to **\$79,967 as of January 31**. With more than half of our goal raised, we are on track to meet our goal of \$125,000 by June 30.

We are still tracking slightly behind where we were last year at this time, but we're starting to see that gap close. This spring the Fund Development Committee will focus on personal solicitations of any major donors (\$1,000 and above) who gave last year but haven't made a gift yet this year.

2018 Auction:

The 15th annual Wonder Ball auction and raffle is scheduled for **Saturday, March 3** from **6-11pm** at the Georgia Freight Depot. This year's theme is "Wonder Ball: Out of this World". This event provides significant unrestricted funds to the school each year.

Throughout the months of January and February, co-chairs **Gracie Gummere**, **Howard Jenkins**, and **Sarah Wilcox**, along with professional event planner **Rachel Eisaman** and the **Auction Committee**, have been very busy recruiting volunteers, soliciting auction donations & sponsorships, and planning the event. It is shaping up to be another great year for the auction!



Since our last board meeting, the following meetings/activities have taken place to kick off Auction season:

January 15 – First requests for Sponsorship/Donations were emailed to former sponsors/donors, sent home to all parents, and posted on Facebook.

January 23 – First Auction Committee Meeting (*rescheduled from the 17th due to inclement weather*)

February – Matt Underwood, Meeghan Fortson, and Rachel Eisaman (professional event planner) have weekly check-in calls to review auction progress and discuss any questions or concerns.

Volunteers are still needed for the Auction! Please visit www.atlncs.org/auction for more information and to sign up.

Fundraising Software Update & Recent Activities:

Kim Kurtz, Fund Development Assistant, has been working closely with representatives from Bloomerang to prepare our fundraising data for implementation into the new software. The data is now ready to be transferred, so we expect to “go live” next month. Bloomerang will be used to track donations, donors, volunteers, and other relevant fund development information.

Update on Part-time Fund Development Coordinator Position:

The interview process for the new Part-time Fund Development Coordinator position concluded in early February. An offer has been made and accepted, and the background check/hiring process is currently wrapping up. This 20-hour/week position will report to the Executive Director and will focus solely on ANCS Fund Development activities.



Other Fund Development Related Activities:

Matt Underwood and Elizabeth Hearn have been meeting with various foundations over the past few weeks to solidify matching fund commitments for the USDOE SEED grant that CREATE was awarded in November.

Upcoming Fund Development Activities:

Fund Development Newsletter #3 will be emailed the week of February 26 to promote the Auction on March 3 and remind donors to make their 2017-2018 Gather & Grow Fund gift if they have not already.

Attachments:

Fund Development Calendar of Solicitations & Activities

End of Report.



ANCS
2017-2018 Fund Development
Calendar of Solicitations & Activities
Updated on 2/23/18 to reflect actual dates

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 Oct 6)
6 Follow-up email to Donor Appreciation Event Attendees (*include giving link and photos*)
17 Fund Development Newsletter #1 – Email and Facebook (*Kick off 2017-2018 Gather & Grow Fund, PTCA/FD*)
18 Announce 2017-2018 Gather & Grow Fund in Courier Post (*Submit by 10/17*)
20 Grandparents & Special Friends Day (*Fund Development has a table*)
21 Fall Fest (PTCA)
26 Follow-up email to Grandparents and Special Friends with PDF

November

6 Email from FD Chair to Faculty/Staff with Gather & Grow PDF (*Include participation goal & challenge*)
20 Fund Development Newsletter #2 – Email & Facebook (*Promote GA Gives Day, Fac/Staff Challenge, Grandparent Giving, Announced Auction Date 3/3*)
28 Georgia Gives Day on Giving Tuesday (*Email/Social Media from Exec Dir: Make your Gather & Grow Fund Donation if you haven't already!*)
30 Final Day of November Faculty & Staff Challenge to reach 25% participation

December

21 Alumni Gathering
27 End-of-year Email Solicitation (*Reminder of 2017 tax deadline; encouraging support by Dec 31*)
31 End-of-year Facebook post (*Reminder of 2017 tax deadline; encouraging support by Dec 31*).

February

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

March

3 Auction

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*
