



**Fund Development Report // March 2018**  
**Prepared by Meeghan Fortson**  
**ANCS Governing Board Meeting // March 20, 2018**

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

February 2018 donations received: **\$4,269**

Year to date: **\$84,236**

# of donations: **490**

Goal: **\$125,000**

**Comparison to 2017:**

February 2017 donations received: **\$4,395**

Year to date: **\$91,404**

# of donations: n/a

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Since our report last month, approximately **\$4,200** has come in for the 2017-2018 Gather & Grow Fund, bringing our total amount raised to **\$84,236** (as of Feb 28). With most of our focus on the auction, February is typically a slower month for donations to the Gather & Grow Fund.

With three months to go in the fiscal year, we must raise an additional \$40,000 by June 30 to meet our goal of \$125,000. This spring, the Fund Development Committee will encourage participation from all families as well as solicit new and continued major gifts of \$1,000 or more. In particular, we will focus on reaching out to donors who gave last year but haven't made a gift this year.

The Gather & Grow Fund provides crucial operating support to the school each year. To make a gift by June 30, please visit [www.atncs.org/gather-grow-fund/](http://www.atncs.org/gather-grow-fund/)

**2018 Auction:**

The 15<sup>th</sup> annual Wonder Ball auction was held on **Saturday, March 3** from **6-11pm** at the Georgia Freight Depot. This year's theme was "Wonder Ball: Out of this World". This event provides significant unrestricted funds to the school each year.

Many thanks to Auction Chairs **Gracie Gummere, Howard Jenkins, and Sarah Wilcox, Rachel Eisaman** (Joli Residential), the **Auction Committee, Kari Lovell** and her staff, and all of the parents, teachers, and volunteers who worked tirelessly to pull off an amazing and fun evening!

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We are also deeply grateful for the support of our generous sponsors and in-kind sponsors as well as for the countless donations for the raffle baskets and silent auction from parents, friends, and community members.

This year's auction experienced some technical problems on the night of the event when the auction software (Greater Giving) did not function properly, preventing guests from being able to bid on silent auction items. The issue was corrected by Sunday evening, and bidding was extended until 10pm on Monday. The numbers are still being finalized, but preliminary numbers suggest that despite the technical difficulties, we raised close to the same amount as last year through the silent auction, raffle baskets, live auction, and ticket sales.

Key volunteers and staff will meet on **Friday, March 23** to debrief the auction, including what worked well, what we would like to change for next year's auction, and whether we will look for a new auction software next year.

### **Recent Fund Development Activities:**

On **Friday, March 2** – The third **Fund Development E-Newsletter** went out to the ANCS community. The focus of the newsletter was to promote the auction, recognize and thank auction sponsors, and remind constituents that there is still time to make a gift to the 2017-2018 Gather & Grow Fund. The giving link was included.

### **Fundraising Software Update:**

Our new donor management software went “live” on February 25. [Bloomerang](#) will be used to track and report on donations, donors, volunteers, and other relevant fund development information.

### **Update on Part-time Fund Development Coordinator Position:**

In an effort to strengthen ANCS's Fund Development program, the school has hired **Stephanie Galer** to fill the new Fund Development Coordinator position.

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This 20-hour/ week position will focus solely on ANCS Fund Development activities, reporting to the Executive Director and working closely with the Fund Development Committee. Stephanie started in mid-March and is off to a great start. She brings nearly 20 years of experience in non-profit management, fundraising, and event planning. Most recently she served as the executive director of [The Giving Kitchen](#). Stephanie is the parent of a 3<sup>rd</sup> grader at ANCS.

**Upcoming Fund Development Activities:**

**Thursday, March 22** – Meeghan Fortson, Matt Underwood, and Stephanie Galer will meet to review current and new Fund Development processes, map out the remainder of the year, and discuss goals for next year.

**Friday, March 23** – Auction Debrief Meeting with key auction volunteers and staff.

**Attachments:**

Fund Development Calendar of Solicitations & Activities

End of Report.

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**ANCS**  
**2017-2018 Fund Development**  
**Calendar of Solicitations & Activities**  
*Updated on 3/30/18 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).*

**March**

2 Fund Development Newsletter #3 *(Promote Auction, Gather & Grow Reminder)*  
3 Wonder Ball Auction "Out of this World" - 6-11pm at the Georgia Freight Depot

**May**

5 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*

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