



Fund Development Report // April 2018
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // April 17, 2018

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

March 2018 donations received: **\$2,149**

Year to date: **\$86,384**

of donations: **520**

Goal: **\$125,000**

Comparison to 2017:

March 2017 donations received: **\$3,083**

Year to date: **\$96,201**

of donations: n/a

Since our report last month, **\$2,149** has come in for the 2017-2018 Gather & Grow Fund, bringing our total amount raised to **\$86,384** as of March 31.

We need to raise an additional **\$38,615** by June 30 to meet our goal of \$125,000. This spring, the Fund Development Committee, along with new Fund Development Coordinator **Stephanie Galer**, 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. With Annual Campaign Week coming up in May, we expect to see another surge of donations before the end of the school year. Last year, giving from April to June totaled approximately \$24,000.

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/

Auction Update:

- **Friday, March 23** – Matt Underwood and Meeghan Fortson met with key auction volunteers and staff 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. In particular, the group is looking into possible new venues for next year's auction and will also be putting together an auction "how to" manual to use in future years.
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- Two parents have signed on to chair the 2019 Auction: **Rachael Smith** and **Christine Dyer**. Rachael and Christine attended the Auction debrief meeting on the 23rd and have hit the ground running in planning next year's auction. They are working closely with Stephanie Galer.
- **Friday, March 30** – On the last day before Spring Break, Auction Chairs Sarah Wilcox and Howard Jenkins, along with some help from students, made a special presentation at the Elementary Campus morning meeting to thank auction sponsors, donors, and volunteers and to announce the total amount raised by the 15th annual Wonder Ball. This year, the event raised a net total of **\$90,000**, similar to what was raised last year. The auction provides much-needed unrestricted funds for the school each year.
- Through March and April, the Auction team continues to work on wrapping up the 2018 auction, including sending thank you notes and tax acknowledgement letters. Matt Underwood and Meeghan Fortson will be formally thanking the Auction leadership team with a special dinner at Endive restaurant (one of our largest in-kind donors) at the end of April.

Recent Fund Development Activities:

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

Tuesday, March 27 - Matt Underwood, Meeghan Fortson, and Stephanie Galer met with Rachel Ezzo (PTCA Fundraising/Social Media Coordinator) and Hannah Beth Millman (PTCA President) to discuss PTCA fundraising initiatives for next year and coordinate with Fund Development activities.

Monday, April 9 – Matt Underwood, Meeghan Fortson, and Stephanie Galer met via phone to discuss the April Fund Development report, Annual Campaign Week, and other Fund Development activities.



Wednesday, April 11 – Matt Underwood and Meeghan Fortson met to plan the upcoming Fund Development Committee meeting and discuss other fund development related matters.

Fundraising Software Update:

Our new donor management software (Bloomerang) went “live” on February 25. Stephanie Galer (Fund Development Coordinator) is working on importing data, cleaning up records, and training on the software, which will be used to track and report on donations, donors, volunteers, and other relevant fund development information.

Upcoming Fund Development Activities:

Wednesday, April 18 – The next Fund Development Committee Meeting will take place at the Elementary Campus from 8:15 AM – 9:45 AM.

Thursday, April 26 - Thank you dinner for Auction Chairs at Endive Restaurant.

Monday, May 7 – Friday, May 11 - Annual Campaign Week. We will encourage parent participation in the 2017-2018 Gather & Grow Fund each day that week with morning meeting announcements, tables set up at drop-off, social media posts, email blasts, and “Why I Give” narratives.

Attachments:

Fund Development Calendar of Solicitations & Activities

End of Report.



ANCS
2017-2018 Fund Development
Calendar of Solicitations & Activities
Updated on 4/13/18 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
21 Courier Post from Fund Development Chair, thanking Auction Chairs & Sponsors

May

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

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*
