



**Fund Development Report // September 2018**  
**Prepared by Meeghan Fortson, Fund Development Chair**  
**ANCS Governing Board Meeting // September 18, 2018**

**2018-2019 Gather & Grow Fund (Annual Campaign):**

August 2018 donations received: **\$2,678**

Year to date: **\$5,617**

Goal: \$140,000

**Comparison to 2017:**

August 2017 donations received: **\$3,636**

Year to date: **\$7,325**

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As of August 31, the Gather & Grow Fund has raised \$5,600 towards our annual goal of \$140,000 (to be reached by June 30). Compared to last year at this time, we're tracking about \$2,000 behind due to a \$1,000 corporate matching gift that was received last July and a \$1,000 foundation grant that came in last August. While we expect to receive these two gifts again this year, the timing of these types of gifts can be inconsistent.

**Fall Gather & Grow Fund Mailing:**

The fall solicitation mailing for the Gather & Grow Fund is in the planning stages. Fund Development Coordinator Stephanie Galer will work with the Fund Development Committee to finalize this and mail to all families (Parents and Grandparents) in early October. This serves as our primary solicitation for the Gather & Grow Fund; however, we will have another big push this fall during our November Annual Campaign Week, which incorporates Giving Tuesday/Georgia Gives Day.

**New Sponsorship Structure:**

As a reminder, Stephanie Galer has worked with PTCA leadership and the Fund Development Committee to create a new model for corporate sponsorships at ANCS. With guidance and support from Stephanie, the PTCA and Auction Committee will implement the new sponsorship model this fall and will review progress and gauge success mid-way through the year. The goal of this new model is to coordinate and streamline PTCA and Auction solicitation efforts for increased

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efficiency and overall support for ANCS.

This year's sponsorship team –Rachel Ezzo (PTCA representative), Rachael Smith (Auction Chair), Rachel Higgins (sponsorship volunteer), Meeghan Fortson (Fund Development Chair) and Stephanie Galer (Fund Development Coordinator) – met on **Friday, August 31** to review materials for the new sponsorship structure. The sponsorship team will meet again on **Friday, September 21** to finalize materials, which include talking points that will be approved by the Fund Development Committee. The sponsorship team will start to solicit corporate sponsors later this month.

### **Donor Appreciation Party:**

Our annual Donor Appreciation Party will take place on **Tuesday, September 25** from **7-9pm** at **Mediterranea Restaurant** in Grant Park. This event is co-hosted by Matt Underwood and the Governing Board. All those who supported the 2017-2018 Gather & Grow Fund at the Nurture Level (\$1,000 or more) or who sponsored the 2018 Auction at the \$1,000 level or higher (including in-kind donations) were invited. Complimentary food, wine, and beer will be served.

Email invitations went out the week of September 3, and so far over 40 people are planning to attend. All Governing Board members are invited. **Please RSVP to Stephanie Galer at [sgaler@atlncs.org](mailto:sgaler@atlncs.org) if you have not already.**

### **Fund Development Software:**

Bloomerang (our database platform) allows us to send automated surveys to new, ongoing, and lapsed donors in an effort to gauge donor satisfaction. Stephanie Galer is working with the Fund Development Committee to finalize these surveys, which will be sent to donors throughout the school year.

### **Auction Update:**

The **2019 Wonder Ball Auction** will be held at **Ambient Studios** on **Saturday, March 9, 2019.**

The Wonder Ball Committee Co-Chairs (Rachael Smith and Christine Dyer) are hard at work developing job descriptions for each auction sub-committee chair along with calendar/timeline and task lists. There will be a meeting with all of the sub-committee chairs on **September 27**, followed by a Wonder Ball volunteer

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informational meeting on **October 25** at the **Elementary Campus**. We are hoping to have all auction volunteers secured before Thanksgiving break.

We have secured all returning in-kind sponsors for the 2019 Wonder Ball, including catering by Endive, floral/décor by Tulip, AV materials from Active Productions, and sets/décor from Sparseland Studios. Many, many thanks to these generous and loyal supporters!

*See above for an update on corporate sponsorships.*

### Recent Meetings/Activities:

- **Stephanie Galer** met with Auction Chairs **Rachael Smith** and **Christine Dyer** on **Thursday, August 23** to work on the Auction timeline, detailed budget, and volunteer committee descriptions and expectations.
- The corporate sponsorship team - **Stephanie Galer**, **Meeghan Fortson**, **Rachael Smith** (Auction Chair), **Rachel Higgins** (sponsorship volunteer), and **Rachel Ezzo** (PTCA) - met on **Friday, August 31** to discuss the plan for sponsorship asks this fall and review the new, combined sponsorship model for PTCA and Fund Development sponsorships.
- **Meeghan Fortson** met with **Stephanie Galer** on **Friday, September 7** to review and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.

### Upcoming Meetings/Activities:

- The corporate sponsorship team will meet on **Friday, September 21** to finalize sponsorship materials.
  - The Donor Appreciation Party will take place on **Tuesday, September 25** from **7-9 pm** at **Mediterranea** in Grant Park to thank last year's most generous donors. (*See details above*).
  - The Wonder Ball Auction Sub-Committee Chairs will meet on **Thursday, September 27**.
  - The monthly Fund Development Chair and Coordinator meeting will take place on **Friday, October 5**.
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- The Wonder Ball Auction Volunteer Informational Meeting will take place on **Thursday, October 25** at the **Elementary Campus**.
- The Fund Development Committee meets quarterly. The next Fund Development Committee meeting is scheduled for **Wednesday, November 7** at **8:15 AM** at the **Elementary Campus**.

End of Report.

