

APPROVED



ATLANTA NEIGHBORHOOD CHARTER SCHOOL

helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

November 2018 Fund Development Committee Meeting

Date and Time

Wednesday November 7, 2018 at 8:15 AM

Location

ANCS, Elementary Campus, 688 Grant Street, Atlanta, GA 30315

In accordance with Georgia's open meetings requirements, notice of this meeting has been posted at both campuses and on the ANCS website.

Committee Members Present

Matt Underwood, Meeghan Fortson, Narin Hassan, Sabrina Sexton, Stephanie Galer

Committee Members Absent

Eric Teusink, Lia Santos

Committee Members who left before the meeting adjourned

Matt Underwood

Guests Present

Rachael Smith

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Meeghan Fortson called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Wednesday Nov 7, 2018 at 8:15 AM.

C. Approve Minutes

Meeghan Fortson made a motion to approve minutes from the August 2018 Fund Development Committee Meeting on 08-07-18 August 2018 Fund Development Committee Meeting on 08-07-18.

Sabrina Sexton seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Fund Development

A. Revised Fund Development Policy

The committee reviewed a draft of the revised Fund Development Policy. Meeghan will make a few changes based on the discussion and send to the Board for a vote at the December meeting. Any additional changes from committee members should be sent to Meeghan by Friday, November 9.

B. Wonder Ball Update

Rachael Smith (Auction Co-Chair) attended the meeting and gave an update on Wonder Ball 2019.

- Auction Speed Dating event for volunteer recruitment had low turnout but for those who came it was great, lots of energy, new faces. Committee Chairs are building their teams.
- Saving all documents in a Team Drive (Google Drive) and documenting all aspects of the Auction (Sponsorships, Job Descriptions, Timeline, etc).
- Communication about the Auction is already going out.
- Art Chair has met with the art teachers to discuss student art.
- Teachers - the Auction chairs are focused on the teachers' experience, distributing teacher surveys, making sure teachers are cared well for at the Auction, creating a committee to coordinate teacher time after the auction.
- The committee reviewed the logo (a woman's face) on Matt's computer and the theme "A Jazz-Age Speakeasy". The logo and theme were approved with a small edit to remove the hyphen in "Jazz-Age". Matt emailed the logo to the committee.
- The proposed plan for VIP Tables differs from what has been done in past. While a select number of VIP tables will be reserved for corporate sponsorship, we won't promote VIP tables to guests as we have in the past, but rather encourage guests to purchase tickets at a lower cost and invite friends/neighbors that way.
- The auction team is considering offering an Ambassador Level, with tickets to invite others, as a push towards inclusivity.
- New auction vendor this year is "One Cause"

- Rachael Smith left the meeting after giving her Wonder Ball update.

C. Gather & Grow Fund Update

Stephanie Galer gave an update on the Gather & Grow Fund.

- Personalized solicitation letters were mailed in early November to all donors who have given in the past three years, all current parents, and all current grandparents (approx. 2,000 letters). Specific ask level was based on past giving. Board will be solicited separately.
- Gather & Grow Fund Week will take place the week after Thanksgiving (this is the first year we've had our annual campaign week in the fall rather than in May). It will coincide with Georgia Gives Day/Giving Tuesday. Volunteers have been recruited to help with marketing, social media posts that week. Messaging will feature special ed and intervention programs. Narin Hassan suggested that we make sure to show the benefit to students not in special ed program as well as to incorporate the middle school students. The theme will be "individualized attention for all kids". Stephanie will send the committee the messaging and volunteer slots still needed. Consider involving middle school students in materials this spring.

Matt Underwood left.

D. Fund Development Financials Report

- The Committee reviewed the financials through the end of October.
- Gather and Grow has raised approximately \$18,000 compared to \$33,000 last year at this time; however, the Gather & Grow Fund solicitation letters went out later this year and the gifts received will be reported in next month's numbers.
- The Corporate Sponsorship team has implemented the new model of school-wide corporate sponsors, and so far has raised \$25,000, with \$18,250 being credited towards Wonder Ball. This is already more than was raised from sponsors for Wonder Ball last year (\$16,500).

E. Donor Retention

- Stephanie Galer reported on a recent conference she attended on storytelling and best practices for communicating with donors.
- This year in an effort to give donors the opportunity to provide feedback, we are sending automated "donor satisfaction" surveys to donors and lapsed donors through our new database. Stephanie will send the committee a draft of each survey.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:57 PM.

Respectfully Submitted,
Meeghan Fortson