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ATLANTA NEIGHBORHOOD CHARTER SCHOOL
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Atlanta Neighborhood Charter School

Minutes

February Fund Development Committee Meeting

Date and Time
Wednesday February 6, 2019 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
Eric Teusink, Meeghan Fortson, Narin Hassan, Sabrina Sexton, Stephanie Galer

Committee Members Absent
Lia Santos

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Meeghan Fortson called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Wednesday Feb 6, 2019 at 8:21 AM.

C. Approve Minutes

Meeghan Fortson made a motion to approve minutes from the November 2018 Fund Development Committee Meeting on 11-07-18 November 2018 Fund Development Committee Meeting on 11-07-18.
Sabrina Sexton seconded the motion.
The committee **VOTED** unanimously to approve the motion.
Narin Hassan arrived at 8:24 AM.

II. Fund Development

A. Fund Development Financials Report

Stephanie Galer shared the financials (as of January 31) and reported that we are on track to meet our goal by the end of the fiscal year. There will be another push in the spring. The committee discussed emphasizing board giving at next board meeting and encouraging 100 percent participation (in Gather & Grow Fund). Stephanie reported that we may receive a match from Facebook, but we are unsure if that will happen. Next year we will set up the Facebook fundraiser differently so that we will receive all of the donor info.

B. Gather & Grow Fund Update

The committee discussed the Gather & Grow Fund calendar for the rest of the year.

- Sabrina suggested we put a challenge match in place during the spring push.
- Stephanie will send the committee a list of calls to make in April to lapsed donors (those who gave last year but not yet this year).
- Meeghan raised a discussion item for next year - how are we using our gift clubs?
- Narin asked how giving at the Elementary Campus compares with the Middle Campus, as there are different expenses for families at the Middle Campus. She suggested that we craft different messaging for Middle Campus, i.e. specific ways Gather & Grow Fund supports middle campus initiatives, sports, trips, etc.
- Eric asked how much we raised last year in May and June and how many of those donors have given already this year (during the Fall Gather & Grow Fund week). Stephanie reported that there is approximately $22,000 in un-renewed gifts made last May and June, meaning that these donors will likely give this again this spring.
- The spring Gather & Grow Week will take place April 22 - 26, with King of Pops on the 26th. Stephanie will let the committee know what we can do to help. Gather & Grow Week is a chance to promote the Gather & Grow Fund with email blasts, social media posts, and other opportunities for donors to make their annual gift before the end of the school year.

C. Wonder Ball Update

Stephanie provided an update on the auction, scheduled for March 9 at Ambient Studios:

- Several changes are being implemented this year with diversity and equity in mind:

    - Auction tickets are $10, which is lower than they have been in the past ($25 - $30 in recent years).
    - Art from every student will be available for purchase ($20)
    - Teacher time opportunities will be available for purchase at a flat rate.
- Tickets go on sale today. You can also buy raffle tickets and drink tickets online.
- The Auction team would like to add a "Call to Action" at the end of the live auction to fundraise for a specific need. (This has not been done at previous auctions). The committee approved the "Call to Action" idea.
- The Auction team is putting together the Run of Show and program. Sabrina suggested that we tell the story of "Why someone should support ANCS" and provide information about the school at the beginning of the auction. Other ideas included an alumni testimonial and showing a video to start out the night. The specifics of the program may depend on the sound quality/technical capabilities in the event space.

Meeghan noted that a *revised* Auction logo (without the woman's face) was approved over email after the November Fund Development Committee meeting.

D. Revised Fund Development Policy

Meeghan will share a final copy of the policy with the committee and present to the Board for a vote this spring.

III. Closing Items

A. Next meeting: Wednesday, May 8 at 8:15 AM

The committee decided to cancel the May 8 Fund Development Committee meeting. Instead, the next Committee meeting will be held on March 27, to debrief on the auction and discuss plans for the spring Gather & Grow Fund push. There will be an additional committee meeting towards the end of the fiscal year in June.

B. Adjourn Meeting

Eric Teusink made a motion to adjourn the meeting.
Sabrina Sexton seconded the motion.
The committee **VOTED** unanimously to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:43 AM.

Respectfully Submitted,
Meeghan Fortson