

APPROVED



ATLANTA NEIGHBORHOOD CHARTER SCHOOL

helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Wednesday December 11, 2019 at 8:15 AM

Location

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

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

Committee Members Present

Eric Teusink, Meeghan Fortson, Narin Hassan (remote), Sabrina Sexton, Stephanie Galer

Committee Members Absent

Susannah Darrow

Committee Members who arrived after the meeting opened

Eric Teusink

Guests Present

Chuck Meadows

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 Dec 11, 2019 at 8:22 AM.

C. Approve Minutes

Sabrina Sexton made a motion to approve minutes from the Fund Development Committee Meeting on 10-09-19 Fund Development Committee Meeting on 10-09-19. Narin Hassan seconded the motion. The committee **VOTED** unanimously to approve the motion.

D. Approve Minutes

Sabrina Sexton made a motion to approve minutes from the Fund Development Committee Meeting on 11-13-19 Fund Development Committee Meeting on 11-13-19. Narin Hassan seconded the motion. The committee **VOTED** unanimously to approve the motion.

II. New Business

A. November Financial Report

Eric Teusink arrived.
Reviewed November Financials Report. We did not meet expected goal in November due to Giving Tuesday being in December this year. Including Giving Tuesday numbers, we are on track for end of calendar year total compared to past years.

B. Fall Giving Week Wrap-Up

Raised \$18,879 during Gather & Grow Fund Week. 68 donors gave through Facebook, including 26 new donors. This year Facebook officially recognizes ANCS as a fundraiser and will provide us with donor names and amounts. There is no credit card processing fee for gifts through Facebook.

Committee suggested that we promote the diverse range of gifts that came during Giving Week and encourage participation in next Fund Development newsletter. The lowest gift was \$10 and the highest gift was \$1,100.

The committee suggested that we track new community donors (those who are neither parents or grandparents) and take steps to continue to engage them through newsletters, invitations, and other personal outreach.

C. Collateral Review & Year-End Plan

Reviewed Gather & Grow Fund materials and what has been sent out so far this year. Reviewed Calendar Year-End plan including social media posts, utilization of screens and sign out front on both campuses, e-newsletter and reminder email. Will send personalized emails to non-donors in December with same letter they received in fall.

Plan to do a Faculty/Staff Challenge in spring like last year.

D. Approval of Auction Logo

Stephanie presented the final auction logo proposed by the auction chairs to the Fund Development committee and shared context for how logo is used in auction materials and on website.

Discussed history around the name "Wonderball". Narin reported that it was originally created as two words: "Wonder Ball". Over the summer, we will work to define standards for auction logo to make sure branding is consistent. In future, we will consider how to make auction logo/branding more recognizable in the community.

Eric Teusink made a motion to approve the final 2020 auction logo as presented by Stephanie Galer and Auction Chairs.

Sabrina Sexton seconded the motion.

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

E. Wonderball Auction Update

Committee reviewed a list of Auction volunteers and what spots are needed. Stephanie reported that all of the major roles are filled in. We need a few more volunteers to help solicit auction items. Consider adding a "floater" position.

Solicitation letters went out to everyone who has donated auction items before. Donations are already coming in. Working on sending a letter to new businesses who have not donated in the past.

III. Closing Items

A. Adjourn Meeting

Eric Teusink made a motion to adjourn the meeting.

Meeghan Fortson 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 9:32 AM.

Respectfully Submitted,
Meeghan Fortson