

APPROVED



ATLANTA NEIGHBORHOOD
CHARTER SCHOOL

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Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Thursday September 9, 2021 at 9:00 AM

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

Barrett Coker Krise (remote), Jenna Civitello (remote), Meeghan Fortson (remote), Pouya Dianat (remote), Susannah Darrow (remote)

Committee Members Absent

Michele Kresge, Narin Hassan

Committee Members who arrived after the meeting opened

Pouya Dianat

Committee Members who left before the meeting adjourned

Pouya Dianat, Susannah Darrow

Guests Present

Chuck Meadows (remote), Paige Teusink (remote)

I. Opening Items

A. Record Attendance

B.

Call the Meeting to Order

Barrett Coker Krise called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Thursday Sep 9, 2021 at 9:05 AM. Pouya Dianat arrived.

C. Approve Minutes

Meeghan Fortson made a motion to approve the minutes from 8/11/2021 Fund Development Committee Meeting, August 11, 2021` on 08-11-21.

Susannah Darrow seconded the motion.

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

II. New Business

A. Updated Financial Report

Paige Teusink shared the August financial report. We have met the monthly goal and are still on track to meet the goal. There has been positive feedback on the start of year mailing from Chuck Meadows that included a request for support, school calendar and magnet.

Paige has added a line for the supply donations in the report and they are being counted as fundraising, but not individual giving. The total amount raised for supplies has been approximately \$10,000.

B. Gather & Grow Campaign Update

Paige Teusink has pulled the list of organizations that parents have identified as employers to see if there might be additional opportunities for matching gifts. There was limited information and there was discussion about revising the school registration form to try to capture that information. Additionally, recommendations were made to add new language to any targeted ask, Giving Tuesday and spring appeal requesting employer information for potential matching gifts as well as a pop-up on the online giving and general acknowledgement letter prompting people to "double their impact" with a matching gift from their employer.

Chuck Meadows and Paige Teusink are preparing the quarterly community newsletter, which is sent to a list of community members, businesses, and other non-parent audiences. There is an idea to include sponsors in the newsletter with stories or testimonials of why they gift to ANCS. A recommendation was made that perhaps the committee could help collect and draft the stories for inclusion in the community newsletter and the Courier, which could include parent, staff or board member stories as well.

C. Sponsorship Update

Paige Teusink shared the sponsorship report, to date \$35,750 is committed in sponsorships with several new sponsors or lapsed sponsors renewing their gifts. Paige is

continuing to follow up on those past sponsors from whom we have not yet received a commitment.

Susannah Darrow left at 9:30 AM.

D. Campaign and Stewardship Discussion

Paige Teusink shared the brochure for the appeal to Grandparents and Special Friends (GPSF), which is being sent out in lieu of hosting the event in 2021. GPSF has been a major driver of donations from grandparents and other friends and family members and there was concern expressed that the contact list is likely incomplete, especially from new families to the school. There was a recommendation to have a special appeal to parents in the Courier to invite them to send the link to an electronic version inviting their family members and special friends to contribute. Jenna Civitello offered to draft copy for the appeal. Paige will reach out to the committee for help when it's time to stuff the mailing. Additional ideas were to update the school registration process to help capture contact information, add grand parents and special friends to the quarterly newsletter list and provide new families with information about the history of GPSF and request contact information.

Sunshine Club is a program by the faculty and staff to raise funds to provide flowers, small gifts for members of the school family in the event of a significant life event. A recommendation has been made to transition it to a budget line item and instead request that faculty and staff make the donation to Gather and Grow.

Given the current rise of the Delta variant the decision has been made to postpone the donor event for those who contribute at \$1,000 or above. Chuck Meadows has made a video to share with donors, to update them on how their gifts have provided significant school improvements, to thank them for their contribution. The committee will reassess later in the year the possibility of hosting an in person event.

Pouya Dianat left at 10:03 AM.

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 10:05 AM.

Respectfully Submitted,
Barrett Coker Krise