

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

Thursday October 14, 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), Meeghan Fortson (remote), Michele Kresge (remote), Narin Hassan (remote)

Committee Members Absent

Jenna Civitello, Pouya Dianat, Susannah Darrow

Committee Members who left before the meeting adjourned

Michele Kresge, Narin Hassan

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 Oct 14, 2021 at 9:00 AM.

C. Approve Minutes

Meeghan Fortson made a motion to approve the minutes from Fund Development Committee Meeting on 09-09-21.

Michele Kresge seconded the motion.

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

II. New Business

A. Updated Financial Report

Paige Teusink shared the September financial report, we continue to exceed the monthly goal and are on track for the year.

B. Gather & Grow Campaign Update

Gather and Grow response continues to be strong, but in light of not hosting Grandparents and Special Friends (GPSF) Day in person again there is some concern about hitting the October goal. There is a mailing to GPSF scheduled to drop on Friday, 10/15, and a digital version going out the following week. Additionally, an invitation to parents to add to the GPSF mailing or email list was added to the weekly Courier.

The committee had a discussion about strategy around Giving Tuesday and end of year "Giving Week" fund development strategy. Paige Teusink reported that in 2020 the school did not do a Giving Week campaign, rather just focused on Giving Tuesday and the Facebook fundraiser. There was a much bigger push in 2019, but the funds raised were about the same. The committee is looking at what the best strategy is given capacity and results.

The committee recommends focusing on Giving Tuesday again, but being more targeted and strategic about what your gift can do for the school. Paige will work with the business office to come up with ideas.

C. Sponsorship Update

Paige Teusink reported that sponsorships \$35,700 currently with more than \$40,250 committed for the year. This exceeds our 2021 goal of \$30,000.

D. Campaign and Stewardship Discussion

Chuck Meadows has completed the thank you video for 2019 and 2020 and that was sent out today to donors at the \$1,000 level and above.

The committee had a discussion about ways to improve stewardship. There is a recommendation to look at ways to recognize donors at smaller levels to help encourage continued giving and engagement with the school.

Meeghan Fortson reminded the committee that the school used to send a Thanksgiving card to donors. The committee liked the idea of an additional touch and communication, but recommended that it be moved to a different time of year for greater impact. Paige will look at the calendar and see a good time.

E. Wonderball Event

The committee discussed ideas for a 2021 Wonderball that will be just a community event and not an auction. The focus would be around rebuilding community, a chance to come together and have fund and celebrate the school. This could also be a good way to engage new families who haven't had a chance to get involved in the school. Barrett Krise and Michele Kresge will reach out to kindergarten and middle school families and Paige Teusink will add it to the Courier as well.

Michele Kresge left.

Narin Hassan left.

III. Other Business

A. Meeting schedule

Barrett Krise recommended that monthly meetings be extended by 30 minutes to accommodate length of discussion.

IV. 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 10:14 AM.

Respectfully Submitted,
Barrett Coker Krise

Documents used during the meeting

- Fund Development Report Sept 2021.pdf