



ATLANTA NEIGHBORHOOD CHARTER SCHOOL

helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Advancement Committee Meeting

Date and Time

Friday November 15, 2024 at 9:30 AM

Location

EC Meeting Trailer

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 Krise, Bex Godsey, Jason Zwang, Rebecca Wagner, Wakita Jacobs

Committee Members Absent

Susannah Darrow

Guests Present

Alastair Pullen, Ashley Coogan, Evan Saadat, Paige Teusink

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Jason Zwang called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Nov 15, 2024 at 9:33 AM.

C.

Approve Minutes

Rebecca Wagner made a motion to approve the minutes from Advancement Committee Meeting on 10-11-24.

Barrett Krise seconded the motion.

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

II. New Business

A. Advancement Report

Financial Report

Bex presented report, ahead of goal but the group had a discussion on the large goals for November and December against this year's date of Giving Tuesday falling in December, and how that might impact fundraising. The group agreed to put forward a board challenge to the community. Barrett announced a \$5k expectation from her and her foundation and offered for this to be leveraged, Bex agreed to send Jason board expectancies and remaining members who have not pledged. The strategy is for Bex to develop language that will allow us to use both Barrett's gift expectancy as well as remaining board member gifts and pledges to make the challenge to the community in November. This will help us provide context for historic November donors whose gifts were triggered by Giving Tuesday, to remain in November, keeping more of the November gifts in that month, allow us to still capitalize on Giving Tuesday, and avoid pushing all of the Nov/Dec goal into Year End.

GPSF

Had a robust discussion on Grandparents and Special Friends Day 2024 success and opportunities. Bex presented on fundraising closures (up 40% from last year) and areas for improvement.

Plus:

- Remarks from Jason and Alastair were nuanced yet direct about contributing
- separating into two groups helped the event flow much better, allowed families to pay closer attention to the program
- having two tables also helped manage the crowd more effectively, allowing more people to make donations

Delta:

- Grandparent added to monthly giving solicitation follow up letter
- Streamline tables, not everyone wants the book plate
- Raise of book plates to \$25
- Need more ways to quietly recognize families through philanthropy in addition to book plates

- The first group were parents of younger kids, the second was parents of older kids - there were substantially different vibes. How can we adjust the program to better engage each group's interest now that we have the ability to segment?

B. Wonderball

Rebecca Wagner made a motion to Moved to approve bex to write a contract for the space Teusink space in Decatur.

Barrett Krise seconded the motion.

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

C. Section Updates

Rebecca and Alastair shared an update on the Case for Support document, looking good for a December draft.

D. Discussion

- Introduced Evan Saadat and Ashley Coogan to the committee as community members interested in joining the committee. This included viewing resumes, statements by each, and an opportunity for discussion. The group unanimously, informally, agreed to move forward with adding them to the new committee slate taking place next Thursday at the Board Meeting.
- Jason presented the GCSA board evaluation system for the Advancement committee as something Jason is thinking about, general feel was that there were areas for growth and that the committee used to be "excellent" in all of the categories. Specifically around the broader board's engagement and participation in fundraising. Largely felt that this wasn't the responsibility of the committee to move upon.

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 10:33 AM.

Respectfully Submitted,
Jason Zwang

Documents used during the meeting

- FY25 Nov AdComm Mtg - GPSF, GT, WB.pdf