APPROVED

ATLANTA NEIGHBORHOOD CHARTER SCHOOL
helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Advancement Committee Meeting

Date and Time
Friday December 13, 2024 at 9:30 AM

Location
Elementary Campus 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
Ashley Coogan, Barrett Krise (remote), Bex Godsey, Evan Saadat (remote), Rebecca Wagner, Susannah Darrow, Wakita Jacobs

Committee Members Absent
None

Guests Present
Alastair Pullen, Paige Teusink

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Rebecca Wagner called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Dec 13, 2024 at 9:36 AM.

C. Approve Minutes

Ashley Coogan made a motion to approve the minutes from Advancement Committee Meeting on 11-15-24.
Wakita Jacobs seconded the motion.
The committee **VOTED** to approve the motion.

II. New Business

A. Advancement Report

Presenter: Bex

- Reviewed financials.
- Reported lower revenue than anticipated.
- Suggested hosting a spring moves management event to increase donation capacity among current givers.

Fundraising Initiatives for the Remainder of the Year
VIP/Moves Management Event

- Bex suggested hosting the event at a private residence rather than on the farm.

Highlighting PTCA Spending

- Paige recommended emphasizing PTCA expenditures, including:
  - Faculty holiday gifts ($11,000).
- Discussed how the loss of COVID-related connections may impact younger families' giving expectations.

Education on School Needs

- Rebecca emphasized the need to better educate families about how contributions benefit their children’s careers and programs.
- Proposed highlighting inclusivity within the school community.

Wonderball Enhancements

- Barrett suggested avoiding the exclusivity of spending culture but incorporating VIP elements, such as a preview event with Cost + 10% pricing to reduce unsold items.
- Susannah proposed silent auction packages (e.g., vacation homes, experiences) to add variety.

"Share the Love" Campaign

- Proposed a class competition to increase sign-ups for Gather & Grow.

- Announce winners at Wonderball.

Community Event Modeling

- Suggested ideas include:
  - Parent yard sale of artworks.
  - Wythe Academy: Students develop business models and create a market.

Timeline and Messaging Plan

- **Presenter:** Bex
  - Will share a timeline document with Alastair to outline key fundraising moments:
    - QR code at orientation for school supplies.
    - Message in Wolfie Bags.
    - QR code at Winter Wonderland.

End-of-Year Appeal (EOY Appeal)

- **Update by:** Bex
  - Messaging will target a broader audience this year through:
    - Mailchimp (current parents).
    - Bloomerang (donors).
  - Additional appeals proposed:
    - Grandparent-focused message, including new ANCS videos.
    - Personal email from Alastair to Kindergarten parents (mid-year recap and gift appeal).
  - Video messaging plan:
    - 1st video shared in the community.
    - 2nd video for additional engagement.

B. Case for Support Update

Update and discussion postponed to next meeting

C. Section Updates

Rebecca welcomes Ashley & Evan
Thanks all for efforts

D. VOTE: Adjusting January Meeting Date

Bex Godsey made a motion to Move next meeting to January 17th.
Barrett Krise seconded the motion.
The committee **VOTED** to approve the motion.

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 10:25 AM.

Respectfully Submitted,
Bex Godsey

Documents used during the meeting

- Fund Development Report November 2024.xlsx - FD Report (1).pdf