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 September 11, 2026 at 8:30 AM

Location
ANCS Admin Offices
423 Georgia Ave
Atlanta, GA 30312
(entrance on Cherokee Ave)

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, Bex Godsey, Evan Saadat (remote), Jen Hidinger-Kendrick, Kelly Lassiter, NaTasha Woody-Wideman, Rebecca Wagner

Committee Members Absent
Robin Hubier, Susannah Darrow

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 Sep 11, 2026 at 8:30 AM.

II. Annual Fund

A. Financial Report

- School supply donation appeal wrapped up around same total as last year, slight July/August shift
- Individual giving: ~$14K; sponsorships at ~30 as of end of August
    - Some sponsors have aged out; newer sponsors coming in at lower levels
    - Opportunity to cultivate younger parents who are less familiar with giving culture
- Parent engagement starting at ~62%, same as end of FY24 baseline
- ~50% of board members already signed up for recurring donations; ~90% have given at some level

B. Acorn Circle

- Acorn Circle: founding donor level, one-time $5,000 gift this year
    - Future years: aspiration to sustain at this level; framed like “buying a brick”
    - First event targeting first two weeks of November; inviting 10-15 prospects
    - Priority list: existing $1K donors, local parents, high Bloomerang engagement/generosity scores
    - Third tab added to prospect list: all parents who donated since start of last fiscal year
- Bloomerang scores: engagement = email clicks + event attendance tracked in system; generosity = frequency and amount
    - Caveat: PTCA events not tracked, so scores are fundraising-specific, not full school engagement
- Stewardship ideas discussed:
    - Targeted email to kindergarten/first-time parents explaining the school and why to give
    - Ask recurring donors (currently 15% of parents) to increase by even $5/month
    - Targeted appeal to kindergarten families to set up recurring donations
    - Grandparent/special friends outreach tied to the October 9th event
- Impact messaging: strong interest in printing tangible equivalents (e.g., “$1,000 = 40 kids’ lunch for a week”)
    - Especially useful for appreciation dinner and grandparent day signage
    - Stacy flagged as resource to help develop this content
- Appreciation dinner (Oct 8): for donors of $1K+ last year; ~45 RSVPs so far
    - Board asked to arrive 15 min early to warm the room and engage prospects

    - Suggestion: proactively reach out to high-priority no-RSVPs to confirm attendance
- Grandparent and Special Friends Day: October 9th, on campus
    - Foundation table in library selling book plates; donation collection on-site
    - Typically generates 20-30 new donors; two programs (morning split by grade)

III. Upcoming Events

A. Foundation Events

B. PTCA Events

- Music Fest: ~$1,200 raised, 40+ tickets sold; event is two weeks out
    - VIP upgrade: first 20 to pay extra $25 get wine, charcuterie, and front-of-stage blanket
    - $25 donation option available for those who can't attend
    - Positioned as the community adult event replacing Wonderball (lower cost, outdoor, no kids)
    - Need elementary room parents pushed via Melissa; middle campus advisors still incomplete
    - Class social on Sept 18 flagged as a good in-person push opportunity
- Kickball tournament: committee still being built; Dana contacted two returning volunteers
    - Low volunteer interest vs. other events; may inform future decision on whether to continue

IV. Committee Business and Updates

A. Planning

- Meeting structure change approved: 8:30-9:00 full board, 9:00-9:30 committee breakouts
    - Goal: move faster on annual fund, events, grants, and broader foundation work

V. 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 9:30 AM.

Respectfully Submitted,
Rebecca Wagner