APPROVED

Environmental Charter Schools

Minutes

ECS Development Committee Meeting

Date and Time
Wednesday August 9, 2017 at 8:00 AM

Location
16315 Grevillea Ave., Lawndale, CA 90260 / Zoom Call-in: Join from PC or Mac: https://zoom.us/j/722377892 Telephone: +1 408 638 0968 (US Toll) Meeting ID: 722 377 892

Development Committee Members
Julie Vo - Co-Chair
Denise Berger - Co-Chair
Alison Diaz
Farnaz Golshani-Flechner
Lindsey Jurca
Lucy Tseng

Guests
Cathy Creasia
Alli Takido
Justin Thongsavanh

Development Committee Charter

- Partners with staff to develop sustainable, long-term financial resources to support the organization's mission and strategic plan
- Reviews and proposes plans for fundraising, including capital campaigns, grant proposals, individual giving, program giving, special events, and campaigns,

- Sets and reviews Board 'give / get' expectation

- Participates in planning, organizing, hosting and/or sponsoring fundraising activities
- Note: Committee is NOT responsible for raising money, but helps to ensure that funds are raised. Encourages all board members to participate in the process

Goals for 2017-2018 to be established.

Goals for 2016-2017

- Monitor and report progress on board of directors' individual commitment forms.
- Monitor the success and support the execution of the fundraising plan
- Review upcoming events, foundation proposals (for reference) and prospective funders/donors and make introductions as appropriate.
- Ensures the board is equipped with the necessary tools and knowledge to support a culture of fundraising
- Prospect individuals, strategies and resources to support fundraising and development goals

THE ORDER OF BUSINESS MAY BE CHANGED WITHOUT NOTICE
Notice is hereby given that the order of consideration of matters on this agenda may be changed without prior notice.
REASONABLE LIMITATIONS MAY BE PLACED ON PUBLIC TESTIMONY
The Governing Board's presiding officer reserves the right to impose reasonable time limits on public testimony to ensure that the agenda is completed.
SPECIAL PRESENTATIONS MAY BE MADE
Notice is hereby given that consistent with the requirements of the Bagley-Keene Open Meeting Act, special presentations not mentioned in the agenda may be made at this meeting. However, any such presentation will be for information only.
REASONABLE ACCOMMODATION WILL BE PROVIDED FOR ANY INDIVIDUAL WITH A DISABILITY
Pursuant to the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, any individual with a disability who requires reasonable accommodation to attend or participate in this meeting of the Governing Board may request assistance by contacting ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.
FOR MORE INFORMATION
For more information concerning this agenda or for materials relating to this meeting, please contact ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.

Committee Members Present
Alison Diaz, Dr. Denise Berger, Julie Vo, Lindsey Jurca, Lucy Tseng

Committee Members Absent

None

Guests Present
Alli Takido, Cathy Creasia, Justin Thongsavanh

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Julie Vo called a meeting of the Development Committee of Environmental Charter Schools to order on Wednesday Aug 9, 2017 at 8:15 AM.

II. Review and Approval of Agenda

A. Motion to Approve the Agenda

Lucy Tseng made a motion to Approve the agenda.
Dr. Denise Berger seconded the motion.
The committee **VOTED** unanimously to approve the motion.

B. Approve Previous Development Committee Meeting Minutes

Tabled. Minutes was absent from the packet.

III. Presentation from the Floor

A. Presentation from the Floor on Non Agenda Items

Lucy invited committee members to TEDxUCLASalon on Resilience. Please let her know if you are interested in attending.

Date:
Wednesday, August 23, 2017
Time:
Activities Fair: 2-3pm
Talks, Q&A + Networking: 3-5pm
Location:
UCLA James West Alumni Center
325 Westwood Plaza
Los Angeles, CA 90095

B. Presentation on agenda items

None.

IV. Discussion Items / Updates

A. Welcome New Committee Members

Julie expressed excitement regarding new year ahead. And asked each member to introduce each other and their relationship to ECS.

B. Review 2016-2017 Fundraising Goals + Outcomes

Julie reviewed 2016-17 school year outcomes. She shared the goal and outcome for each goal. And then introduced the Development Vision - everyone is a fundraiser. Alternative words to fundraiser suggested: promoter, champion, friendraiser.

C. Development Team Vision/Goals/Focus Areas for 2017-2018

Our goals

General: 352,000 with 1176 students registered.
Possibilities: 300,000
Capital: 478,000

Total 1,130,800

Grants: 650K
Sponsor: 300K
Individuals: 180,800
Strategies to reach goals:

Continuing
Operations and Infrastructure
Donor & Partner Engagement
Communications & Stewardship

Focus Area
Development Metrics + ROI Fully Implementing CRM
$300/ Student is our story - tell it. Targeted Strategy for grants, partners
Fresh Content, Tours, Fundraising Event
How can we engage parents. How about a focus group with parents. Parents site council is raising money but they aren't aware of what they are raising money.

Traditionally, teachers have made the ask at parent teachers conference and its the most successful way we have raised dollars toward a goal.

Communication is key. Let's have a public way to share how their dollars donated are being raised.
Multiple ways to share stories of the success - (ie Staples just gave. Starbuck gave... communicating the need)
Suggestion: Making an announcement at a mandatory parent meetings

ACTION: Cathy, Julie, and community liason will touch base about ways to engage parents on the Gardena site!
Sylvia may also wish to help.

D. The Psychology of Individual Fundraising

Psychology of individual fundraising:
Denise opened up a discussion about what often happens amongst circles of friends, "There she goes again..." People have their own causes they want to support and if they keep getting asked to support a friend's cause, it becomes uncomfortable.
How do we conquer it. How do we find people who haven't saturated their network.
Its really about building the ask: Support five ECS students on a trip.
Building partnerships and relationship.
Read the person and tailor the ask.
Alison shared how she approaches the ask. Julie suggested we have some training for the board and suggested that each member share their why at board meetings.

ACTION
Denise will send board training info
Denise to share her why at the next board meeting.

E. Development Committee Goals for 2017-2018

The committee discussed having our in-person meetings on the 2nd Tues of every month at 8AM at ECHS. In the alternate months, we will schedule a 30 minute call at the same time and day.

Action
Julie will ask Farnaz if she could do a training or know someone to do training and or how to structure the training as we march forward.
Julie will send out calendar invites for all committee meetings and calls.

F. Save the Date - Upcoming Events

Second Tuesday of the month for Committee meetings and check ins.
October 20: Career Day at ECHS http://ecsonline.org/career2017
November 4: Harvest Festival + Ribbon Cutting at ECMS-Inglewood

Julie to share agenda and concrete details for the day soon

Tours: http://ecsonline.org/tour
Upcoming tour dates
Thurs 8/17/2017
Tues 8/29/2017
Tues 9/12/17
Thurs 9/28/2017

G. Schedule standing meetings for 2017-2018

2nd Tuesday of every month

Tuesday, September 12, 2017 @ 8:00-8:30AM BY PHONE
Tuesday, October 10, 2017 @ 8:00-9:30AM IN PERSON
Tuesday, November 14, 2017 @ 8:00-8:30AM BY PHONE
Tuesday, December 12, 2017 @ 8:00-9:30AM IN PERSON
Tuesday, January 9, 2018 @ 8:00-8:30AM BY PHONE
Tuesday, February 13, 2018 @ 8:00-9:30AM IN PERSON
Tuesday, March 13, 2018 @ 8:00-8:30AM BY PHONE
Tuesday, April 10, 2018 @ 8:00-9:30AM IN PERSON
Tuesday, May 8, 2018 @ 8:00-8:30AM BY PHONE
Tuesday, June 12, 2018 @ 8:00-9:30AM IN PERSON

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,
Julie Vo