



WESLEY  
INTERNATIONAL ACADEMY

# Wesley International Academy

## Development Committee Meeting

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### Date and Time

Thursday August 19, 2021 at 8:00 AM EDT

### Location

[https://us02web.zoom.us/j/85857521218?  
pwd=WXRwcWJPN2ZyTUFzYmJodTZJaXlFUT09](https://us02web.zoom.us/j/85857521218?pwd=WXRwcWJPN2ZyTUFzYmJodTZJaXlFUT09)

Currently, all committee meetings will be held on Zoom until further notice. To log in to the meeting, please use the following:

#### Join Zoom Meeting

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pwd=WXRwcWJPN2ZyTUFzYmJodTZJaXlFUT09](https://us02web.zoom.us/j/85857521218?pwd=WXRwcWJPN2ZyTUFzYmJodTZJaXlFUT09)

Meeting ID: 858 5752 1218

Password: develop

One tap mobile

+13126266799,,85857521218#,,#414233#

Dial by phone

+1 646 558 8656

Meeting ID: 858 5752 1218

Password: 414233

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>8:00 AM</b>
Opening Items			
<b>A.</b> Record Attendance and Guests		Laura Compton	3 m
<b>B.</b> Call the Meeting to Order		Kate Boyer	
<b>C.</b> Approve May Minutes	Approve Minutes	Laura Compton	3 m

	Purpose	Presenter	Time
<b>II. Current Business</b>			<b>8:06 AM</b>
Development			
<b>A. Roster and Future Participation Cultivation</b>	Discuss	Kate Boyer	5 m
<b>B. Committee Goals</b>	Discuss	Laura Compton	20 m
<ul style="list-style-type: none"> <li>• Individual                             <ul style="list-style-type: none"> <li>◦ Board Giving/Matching Gift                                     <ul style="list-style-type: none"> <li>▪ Individual Plans</li> <li>▪ Pledge Commitment Goal Date</li> </ul> </li> </ul> </li> <li>• Business Development                             <ul style="list-style-type: none"> <li>◦ Movember Sponsorship Targets/Timeline</li> </ul> </li> <li>• Foundations                             <ul style="list-style-type: none"> <li>◦ Top Initiatives</li> </ul> </li> </ul>			
<b>C. Board Giving Policy</b>	Discuss	Kate Boyer	10 m
<b>D. Current YTD Actuals</b>	FYI	Laura Compton	5 m
<b>III. Other Business</b>			
<b>IV. Closing Items</b>			
<b>A. Adjourn Meeting</b>	Vote		

# Coversheet

## Approve May Minutes

**Section:** I. Opening Items  
**Item:** C. Approve May Minutes  
**Purpose:** Approve Minutes  
**Submitted by:**  
**Related Material:** Minutes for Development Committee Meeting on May 20, 2021

APPROVED



WESLEY  
INTERNATIONAL ACADEMY

## Wesley International Academy

### Minutes

#### Development Committee Meeting

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#### Date and Time

Thu May 20, 2021 at 4:00 PM

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Currently, all committee meetings will be held on Zoom until further notice. To log in to the meeting, please use the following:

Join Zoom Meeting

<https://us02web.zoom.us/j/85857521218?pwd=WXRwcWJPN2ZyTUFzYmJodTZJaXlFUT09>

Meeting ID: 858 5752 1218

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+13126266799,,85857521218#,,#414233#

Dial by phone

+1 646 558 8656

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#### Committee Members Present

A. Chung, G. Walker, J. Marshall, K. Boyer, L. Compton, L. Price, S. Quezada, S. Smith

#### Committee Members Absent

A. Hunter, E. Cater, K. Delp, M. Rogers

#### Guests Present

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D. Mason, T. Ryan-Lawrence

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## **I. Opening Items**

### **A. Record Attendance and Guests**

### **B. Call the Meeting to Order**

L. Compton called a meeting of the Development Committee of Wesley International Academy to order on Thursday May 20, 2021 at 4:03 PM.

### **C. Approve April Minutes**

S. Quezada made a motion to approve the minutes from Development Committee Meeting on 04-22-21.

L. Compton seconded the motion.

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

## **II. Current Business**

### **A. Committee Goal Update**

We had assumed we'd need to lower our goal due to COVID, but we have actually surpassed our stretch goal of \$75k.

3-Year Development Strategy was created and adopted.

Relationship cultivation has continued under Jason's leadership.

### **B. Grants Update**

Received a library grant and have applied for another grant.

We've adjusted our Tull Foundation request.

### **C. Instant Grassification**

Raised over \$2k for this project. Video with Jason and Ansley was a hit and inspired increased giving. Video supporting our asks is a takeaway from this year.

### **D. Wesley Welcome Day(s)**

May be additional days than previous years. Streamlining giving benefits for simplicity and will align teacher giving incentives.

### **E.**

### **Wesley Wish List**

Discussing the current list from the agenda, and any additional ideas from committee.  
Discussed a school pantry/support resource.

### **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 4:21 PM.

Respectfully Submitted,  
L. Compton

# Coversheet

## Board Giving Policy

<b>Section:</b>	II. Current Business
<b>Item:</b>	C. Board Giving Policy
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	
<b>Related Material:</b>	Give-Get-Form-Board.pdf E-Policy-Sampler_Board-Member-Fundraising.doc Board_Commitment_Form.pdf

## GIVE/GET COMMITMENT FORM

Board member's name: \_\_\_\_\_

### **My personal "giving" goal:**

I personally pledge \$ \_\_\_\_\_ to this organization to support our fundraising objective.

I would prefer to make: (please check)

- One yearly payment
- Quarterly payment of \$ \_\_\_\_\_
- Monthly payments of \$ \_\_\_\_\_
- Weekly payments of \$ \_\_\_\_\_

(Rule of thumb: Each Board member should give what he or she can, whether it is \$1, \$5, or \$100. Some Board members will be able to give more than others. But no matter what the amount you can give, it is important to set a giving example!)

### **My goal for "getting" donations:**

As a Board member I will personally get (raise)\$ \_\_\_\_\_ from outside sources.

I will solicit \$ \_\_\_\_\_ for our special fundraising event.

I will assist in building our donor list by submitting a total of \_\_\_\_\_ potential new donors.

I agree to participate in other fundraising activities as needed. I accept this commitment as an understanding of my responsibilities as a Board member.

Board member signature

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## Board Member Fundraising

### Introduction

Board members have a crucial role to play in raising funds for the organization they serve. They are volunteers dedicated to the mission of the organization and the people served by the organization. And, they have contacts in the community. The expectation of board member involvement in fundraising continues to rise, yet many boards have not created a policy that specifies what that involvement should entail. A board fundraising policy can take the form of a narrative or a specialized agreement or contract in which board members indicate the amount they expect to contribute to the organization in the coming year and how they will participate in the fundraising efforts of the organization.

### Key Elements

- Personal giving policies state whether a board member is expected to give a certain amount or to give according to his or her means. Funders often ask if 100 percent of board members give.
- Fundraising policies establish expectations for board members to make a personal donation and to participate in solicitation efforts. The policy may list examples of how board members can or should be involved, such as providing names of potential donors, writing or signing fundraising letters, thanking donors personally, accompanying the chief executive on donor and foundation visits, or making the ask themselves.
- Some organizations use a special pledge form that guides board members in thinking about the array of fundraising activities taking place throughout the year and asks them to make an annual fundraising commitment.
- Some nonprofits incorporate board member fundraising expectations into more general job descriptions (see E-Policy Sampler: Role of the Board, and E-Policy Sampler: Board Member Agreements).
- If the organization has a separate fundraising body (which may be a supporting organization), it is still important to outline the role for board members and how they relate to this body — and vice versa.

### Practical Tips

- ✓ To become a committed fundraiser, a board member must first make a contribution. This requirement is the cornerstone of individual fundraising because it allows a board member to use himself or herself as an example of someone who supports the organization.

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- ✓ Not every board member will be able to give the same size gift. Some organizations stipulate a minimum gift amount; many do not. The policy should encourage each board member to make the organization a priority in his or her personal giving plan or to make what, for that person, is a substantial financial contribution. The policy should not, however, eliminate capable and valuable individuals from joining the board and contributing other skills and expertise.
- ✓ Board members possess different skill levels and aptitudes for solicitation. Give board members training in fundraising and practical tools like checklists, sample elevator speeches, and steps for approaching a potential donor, to help each member gradually assume more responsibility. Providing mentors and coupling inexperienced board members with staff or more seasoned board members is another way to increase everybody's comfort with personal solicitations.
- ✓ Some individuals, because of their profession or position (e.g., journalists, judges), may be prohibited from certain kinds of fundraising solicitations (e.g., workplace campaigns). Seek other activities so these board members can still support the organization in a meaningful way.

## **Sample Board Member Fundraising Policies**

The sample fundraising policies included range from broad statements of general expectations to specific requirements and commitments for board member participation. They are arranged in order of least to most specific.

1. This brief statement acknowledges that each board member should give according to his or her means and should participate in all fundraising efforts.
2. This general policy outlines expectations for board member participation that is beyond simply "giving and getting."
3. This brief sample, which may be incorporated into other statements, identifies a specific sum each board member is responsible for either raising or contributing.
4. This brief statement not only establishes a minimum amount for personal contributions but also separates fundraising obligations from personal giving.
5. This sample statement suggests more personal ways that board members can support the organization's fundraising activities. It was adapted from a national organization to encourage board members to get involved in local fundraising.
6. This statement summarizes how board members are expected to actively participate in fundraising. It refers to three major areas of responsibility in this

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regard — leadership, personal action, and advocacy — and is also meant to be used as a guide to evaluate board members' performance in fundraising.

7. This more comprehensive sample, in the form of an annual pledge, specifies the level of contribution, level of participation in fundraising activities, and ability to donate or identify in-kind giving sources. This form needs to be prefaced by an explanation in the job description for new board members in order for them to feel comfortable with this expectation.

## **Sample #1**

*This brief statement acknowledges that each board member should give according to his or her means and should participate in all fundraising efforts.*

Fundraising is a major part of a board member's responsibility, and financial support of the annual appeal and special events is expected. Board members are expected to make an annual financial contribution according to their personal means.

## **Sample #2**

*This general policy outlines expectations for board member participation that is beyond simply "giving and getting."*

Board members are expected to give an annual monetary gift to XYZ and are asked to make XYZ a priority in their personal giving. Board members are expected to be involved in fundraising by using their personal and business connections when appropriate, by soliciting funds when appropriate, by serving on fundraising committees, and by attending fundraising events.

## **Sample #3**

*This brief sample, which may be incorporated into other statements, identifies a specific sum each board member is responsible for either raising or contributing.*

**Give or Get:** We ask that each board member be responsible for raising (or giving) a minimum of \$\_\_ annually. We also ask that each board member make a personal contribution, which will be counted as part of this amount.

## **Sample #4**

*This brief statement not only establishes a minimum amount for personal contributions but also separates fundraising obligations from personal giving.*

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Each board member is expected to

- Support XYZ by making a meaningful financial gift of at least \$\_\_ each calendar year.
- Solicit the financial, in-kind, and political support of others and obtain at least \$\_\_ in contributions made to XYZ each fiscal year in addition to his or her personal contribution.
- Attend as many XYZ program and fundraising events as possible.

## Sample # 5

*This sample statement suggests more personal ways that board members can support the organization's fundraising activities. It was adapted from a national organization to encourage board members to get involved in local fundraising.*

In addition to any organizationwide fundraising activities approved by the board, board members can engage in individual fundraising activities on behalf of XYZ, including

- Annual end-of-year fundraising letter to personal and professional contacts
- Yearly fundraising activities in their communities
- Making contacts for support of XYZ programs; seeking assistance from other board members if needed
- Encouraging local members [or supporters] to consider planned giving

## Sample #6

*This statement summarizes how board members are expected to actively participate in fundraising. It refers to three major areas of responsibility in this regard — leadership, personal action, and advocacy — and is also meant to be used as a guide to evaluate board members' performance in fundraising.*

## FUNDRAISING JOB DESCRIPTION FOR BOARD MEMBERS

### Board Member Duties

- Board members must identify and evaluate prospects, cultivate and solicit gifts, actively support fundraising programs by their presence, and offer personal acknowledgments to donors and volunteers.
- Board members are obliged to provide leadership and actively advocate the organization's priorities and the necessity of its fundraising efforts.
- Board members must engage in personal gift support to their level of ability.

### Board Duties

- The board is responsible for attracting and supervising all the resources of the organization to carry out its programs and services.

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- The board must develop a strategic plan to deliver benefits to the community it serves and to attract public support.
- The board must deliberate on and develop fundraising plans that address staff, systems, space, and budget.
- The board is part of an essential team, with the obligation to lead, support, and work together with staff and volunteers in the design, supervision, and conduct of fundraising activities.
- The board must select and evaluate the chief executive, rating performance as a key team member in the fundraising team.
- The board must take responsibility for guidance and direction on ethical and professional practices — including use of budget allocated for fundraising activities.
- The board must ensure that budget appropriations for fundraising are evaluated as an investment strategy designed for reliable long-term results from faithful donors, committed volunteers, and reliable net revenue that meets organizational priorities.
- The board must review the results and evaluate the performance of fundraising activities at all levels to their satisfaction, in accordance with established goals and objectives.

## Sample #7

*This more comprehensive sample, in the form of an annual pledge form, specifies the level of contribution, level of participation in fundraising activities, and ability to donate or identify in-kind giving sources. This form needs to be prefaced by an explanation in the job description for new board members in order for them to feel comfortable with this expectation.*

XYZ recognizes that board members contribute in many valuable ways — not only funds, but information, professional guidance, and in-kind resources. Therefore, each board member is asked to complete the following pledge form (as also stated in the board member job description), which will facilitate the organization’s fiscal planning and eliminate repetitive requests.

For the fiscal year \_\_ my contribution toward the support of the organization will be

1. Personal contribution ( ) \$100 ( ) \$250 ( ) \$500 ( ) \$1,000 ( ) Other \$ \_\_\_\_\_

Please indicate:

( ) Check enclosed ( ) Check(s) will be sent on the following date(s): \_\_\_\_\_

Please send me a reminder notice on \_\_\_\_\_

2. My company will match \$ \_\_\_\_\_

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3. Other contributions (art/stock/planned giving) \_\_\_\_\_
4. Special events are important to our organization. I will participate in  
     Planning events    Purchasing tickets    Encouraging others to attend
5. I can assist with fundraising outreach to the following foundations, corporations, individuals: (please list) \_\_\_\_\_
6. I can provide/identify in-kind resources/services (computer equipment, office supplies, furniture, volunteers, vehicles, tickets, professional services [public relations, legal, financial, etc.]) \_\_\_\_\_

Signature of Board Member \_\_\_\_\_ Date \_\_\_\_\_

In turn, this organization is responsible to me in a number of ways:

1. I will regularly receive financial reports.
2. I can call on the paid staff to discuss programs and policies, goals, and objectives.
3. Board members and staff will respond to the best of their ability in a straightforward and thorough fashion to any questions I have that I feel are necessary to carry out my fiscal, legal, and moral responsibilities to this organization.

Signature of the Chief Executive \_\_\_\_\_ Date \_\_\_\_\_

## Suggested Resources

- George, Worth. *Fearless Fundraising for Nonprofit Boards*. Washington, DC: BoardSource, 2003.
- Greenfield, James M. *Fundraising Responsibilities of Nonprofit Boards*. Washington, DC: BoardSource, 2003.
- *Speaking of Money*. Video or DVD with 15-page user's guide. Washington, DC: BoardSource, 1996.
- Weisman, Carol. *Secrets of Successful Fundraising*. St. Louis, MO: F.E. Robbins & Sons Press, 2000.

**LISA HOFFMAN • COACH • CONSULTANT**

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***HELPING PEOPLE & NONPROFITS THRIVE!***

**Sample Board of Directors  
Annual Fund Development Commitment Form\***

Name: \_\_\_\_\_

**My personal contribution goal:**

1. I personally pledge my annual gift of \$\_\_\_\_\_ to Nonprofit ABC to support our fundraising goals and fulfill my individual commitment.  
I would prefer to make: (please check)  
 One yearly payment \$\_\_\_\_\_  
 Quarterly payment \$\_\_\_\_\_  
 Monthly payment \$\_\_\_\_\_
2. I will  sponsor and/or  purchase tickets to Nonprofit ABC's spring event.

**As a board member for the Nonprofit ABC, I:**

1. Will participate in at least one the following organizational Fund development activities:  
 Leadership and major gift fundraising  
 Event sponsorship solicitation/ticket sales  
 Donor cultivation and recognition activities such as thank you calls  
 Year end fundraising  
 Special/other fund development activities as possible (i.e., third-party hosted benefit event)
2. Will supplement these organizational fundraising activities through an individual activity or event. In this regard, I will:  
 Host a house party  
 Arrange with a business or restaurant to donate a % of a days profit to Nonprofit ABC  
 Other: \_\_\_\_\_

**I accept this commitment as a central element of my role and responsibilities as a member of the Nonprofit ABC Board of Directors, and this year's fund development commitments.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date:

*\*To be completed in/after a personal visit between board member and Board chair, development committee chair or other appropriate leadership.*