

DRAFT



WESLEY  
INTERNATIONAL ACADEMY

## Wesley International Academy

### Minutes

#### Development Committee Meeting

---

##### **Date and Time**

Thursday March 23, 2023 at 8:30 AM

##### **Location**

Zoom

Zoom Meeting ID: 858 5752 1218

Passcode: develop

---

##### **Committee Members Present**

A. Chung (remote), D. Johnson (remote), E. Cater (remote), G. Walker (remote), J. Marshall (remote), M. Schweitzer (remote)

##### **Committee Members Absent**

O. Okwara

##### **Guests Present**

cegan@purposepossible.com (remote)

---

#### **I. Opening Items**

**A. Record Attendance**

**B. Call the Meeting to Order**

E. Cater called a meeting of the Development Committee of Wesley International Academy to order on Thursday Mar 23, 2023 at 8:30 AM.

### **C. Agenda Adoption**

E. Cater made a motion to Adopt the Agenda for the Development Committee Meeting.

J. Marshall seconded the motion.

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

### **D. Approve Minutes: January Meeting**

Motion to approve the minutes from January's Development Committee Meeting  
Development Committee Meeting on 01-19-23.

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

## **II. Development Committee Items**

### **A. Discuss key actions for remainder of 2022-23 school year**

- Review fundraising totals to-date and board pledges (10 minutes)
  - Board pledges
  - Board pledge fulfillment
  - Year-to-date fundraising total
- Fundraising activities
  - Thank you email with donor names scheduled for May 4, 2023
  - Pledge fulfillments

### **B. Discuss Development Strategy for 2023-24 School Year**

The committee discussed the following topics:

- Active strategy and planning in June 2023 and July 2023
- Community focused campaign the first three months of the school year
- Discussion on leveraging existing Wesley events to build community and leverage for sponsorships and peer-to-peer fundraising
- Grants, stewardship and cultivation activities, ongoing messaging, and donor and donor database management
- Identifying 3-4 partner events that we should support over the year
- Ideas around increasing participation in the Dragon Boat event held at Lake Lanier in mid-September

## **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 9:00 AM.

Respectfully Submitted,  
E. Cater