

Wesley International Academy

Minutes

Development Committee Meeting

Date and Time Thursday March 23, 2023 at 8:30 AM

Location Zoom

ORAFI

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
 - $^\circ$ 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