



River Valley Charter School

Minutes

Development Committee Meeting

Date and Time

Monday November 27, 2023 at 6:00 PM

Location

2 Perry Way

Newburyport, MA 01950

River Valley Charter School welcomes your participation at Board meetings. The purpose of a public meeting of the Board of Trustees ("Board") is to conduct the affairs of the organization in public. Your participation assures us of continuing community interest in our school and assists the Board in making the best decisions for our school. To assist you in the ease of speaking/participating in our meetings, guidelines are provided at the bottom of this agenda. All materials for all board and committee meetings, are available on our Board on track public portal found at rivervalleycharter.org.

Committee Members Present

C. Getz, D. Herrera, E. Rankin, J. Evans, M. Connerton, T. Murdy

Committee Members Absent

A. Hromadka, J. Hubbard

I. Opening Items

A. Record Attendance

B.

Lydia Sisson joined as public to present the outdoor project & Deb Davies joined the committee and will be added to board on track

C. Call the Meeting to Order

E. Rankin called a meeting of the Development Committee of River Valley Charter School to order on Monday Nov 27, 2023 at 6:04 PM.

D. Holiday Card

- Need to get hi resolution logo to printer
- Increased amount to 500
- Added mission statement & holiday message
- Board of Trustees and Director to Sign
- Will have a sign and stuff party once we get the delivery date
- envelopes printed locally with Minute Man

II. RVCS 25 Anniversary

A. Update

Review the amount collected to date

- 19,800 is pledged, in hand is 16,700

Has anyone heard how the letter or email was received in the community?

- some people donate at certain times- will resend a reminder mid Dec to donate prior to year end.

Do we need a why donate to RVCS piece?

- yes- need to set expectations on donating for time and money
- Talking points, where is it located- utilize a shared doc to create

Press Release is in review

- Received Charter on Jan 26th, 1999
- 3 op eds from different perspectives

B. Next steps in the 25 year campaign

Lydia Update on Grounds Redesign

- working with abutters and city to understand our place and possibilities
- will provide a community vision session when it is ready- first step is to work on a development plan so scope is reachable
 - 3 sub campaigns in plan that development committee can participate in

- Grant, Large Donor, Community Fundraising. Community fundraising would be the committee's focus. This would be the most visible of the campaigns, would highlight plans around the playground and help the development committee build community solidify philanthropy's role in the school community.
 - Working on timeline but thinking it will kick off over winter break, January visioning, designs in Spring
 - Community fundraising would start in February with explicitly trackable steps to a goal - thinking an event to kick this off
 - Time and Money can be aligned with certain denominations to items or time
 - Donor matching is possible
 - How are we thanking/acknowledging contributions?
 - Year end wrap up and annual report will share success
 - Board Need- Who do we make the ask to- your circle of friends, determine major donors.
 - Reach out to former families to invite them back to the school and see the progress
 - Donor Management- RVCS network- Donate time verse money- getting people involved- Build day- community/philanthropy
 - Event ideas- Need data on previous events and what has worked, Need more than one event, River Valley Views for various groups to engage or re-engage friends.
 - Ambassadors of the work and of the story of RVCS - board amplify importance of giving, spread the culture of philanthropy.
- Input for project needs to come from Staff, then Students, then Community. Staff are being introduced to project on Dec 13
 - Next Steps- Ad hoc Dec meeting- Lydia and Elizabeth to coordinate with Jonnie Lyn and plan for development committee support and messaging around this redesign

Giving Tuesday: 11/28 Video- will get a social post up for GT for a reminder

- Is there an other option besides Pay Pal- will look at venmo or an alternative method to offer recurring payments through invoicing from the Foundation, can use bank to send automatic checks, or square.

Lantern Solstice walk- 12/21- Tanya, Mary C and Meg and Ruby are assembling lanterns- review draft to go into the Current & Social Images. Need RSVPs- will use BOT@ and use a google doc. Will add disclaimer for insurance.

III. Committee Description- Update

A.

Updating Description

Spelled out ROI but all other info looks good.

IV. 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 7:30 PM.

Respectfully Submitted,
D. Herrera

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 Board Chair reserves the right to impose reasonable time limits on public testimony to ensure that the agenda is completed.