



## River Valley Charter School

### Minutes

#### Development Committee Meeting

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**Date and Time**

Monday October 23, 2023 at 6:00 PM

**Location**

Middle School Great Room

2 Perry Way

Newburyport MA 01950

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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](http://rivervalleycharter.org).

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**Committee Members Present**

C. Getz, D. Herrera, E. Rankin, J. Evans

**Committee Members Absent**

A. Hromadka, J. Hubbard, T. Murdy

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**I. Opening Items****A. Record Attendance**

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

E. Rankin called a meeting of the Development Committee of River Valley Charter School to order on Monday Oct 23, 2023 at 6:02 PM.

## **II. RVCS 25 Anniversary Update & Next Steps**

### **A. Next steps in the 25th Anniversary Campaign**

A letter celebrating the 25th anniversary will be sent to current school community families and other groups that might include past donors, founders, past board members. Jonnie Lyn will help determine lists and groups and share contact information.

A social media campaign will pair with the 25th Anniversary letter. Tanya suggested a "How we started"/"How it's going" style reel be launched to reinforce where we were, where we are and where we are going sentiments in the letter.

Will follow up on Thank you Letters from donations and get those in queue to go out.

### **B. Celebrate Throughout the Year - Habits of Learning**

Discussed 25th anniversary plan to celebrate the 8 habits of learning. Each month of the school year will be paired with a Habit of Learning - one of the 8Cs. This structure allows us to reinforce and share Montessori values with the school community, provides a flexibility - ie allows for a variety of events and/or communication, can be repeated annually and will summarize well at the end of the year in an annual report. A November giving campaign will be paired with "Citizenship," December PA Solstice event will celebrate "Creativity" and January, "Curiosity" will provide an opportunity to highlight plans for improvements to the school grounds. In February "Courtesy," in March, "Commitment" and in April "Communication," in May, "Critical Thinking." Some months will include a follow up to our ask to support the school with a financial contribution. And in June, the final month of school, we will offer an annual report, round up of the year that can be presented to highlight our mission, impact and to make a case for other personal and institutional contributions.

### **C. Holiday Card**

Will send out holiday cards to the community this year. Something simple that shows the community we see them and thank them.

## **III. Benevon Model/Donor Management**

### **A.**

### **Donor Management data storage**

We had a short discussion about donor management systems, and ultimately decided to stay with Sustain this year, but look into other options like Bloomerang to see if there is a distinct benefit. In particular, a way to limit information access and allow parent volunteers access in order to streamline communication, asking so that development team does not need to rely on staff to pull lists..

## **IV. General Giving**

### **A. Leadership Giving**

We discussed leadership giving. We are looking for 100% participation of the Board of Trustees and Foundation to personally give something that is meaningful to you that is in line with one of your top charities that you support.

We will discuss as the full board meeting.

## **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 7:34 PM.

Respectfully Submitted,  
E. Rankin

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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.