APPROVED

River Valley Charter School

Minutes

Development Meeting

Date and Time
Thursday February 13, 2025 at 6:00 PM

Location
River Valley Charter School MS Great Room

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, E. Bradley, E. Rankin, M. Curcio, T. Murdy

Committee Members Absent
A. Hromadka, J. Leslie, J. Makin, K. Kuse, M. Connerton

I. Opening Items

A. Call the Meeting to Order

E. Rankin called a meeting of the Development Committee of River Valley Charter School to order on Thursday Feb 13, 2025 at 6:15 PM.

B. Record Attendance

C. Approve Minutes

E. Bradley made a motion to approve the minutes from Development Meeting on 01-13-25.
C. Getz seconded the motion.
The committee **VOTED** to approve the motion.

Roll Call	
M. Connerton	Absent
E. Rankin	Aye
J. Makin	Absent
E. Bradley	Aye
T. Murdy	Aye
A. Hromadka	Absent
J. Leslie	Absent
M. Curcio	Aye
C. Getz	Aye
K. Kuse	Absent

II. Development Initiatives - Winter -> Spring

A. Annual Fund Update

Karen Kuse shared an update on the annual appeal. $3800 has come in and we haven't asked again.

Suggestions for follow up asks were shared: Erin's suggestion - each of us share digital blast
like an online fundraising challenge. Tanya added we could see how many small donations we can get.

Revisited the idea of a reel for social media and for email to support the annual fund like the one that Sterling School did. Good ideas, need support from admin to accomplish, use photos, etc.

Another idea to help build success incrementally over time; Mini money goals each month temperature gauge $5000
Electronic temperature

Concerns about read a thon start in March and we don't want to double ask for funding - HOWEVER. Once read a thon ends we can pick up the annual fund ideas and take it to the end of the year.

Post read a thon we need to set the goal for the annual fund and work towards meeting a goal higher than last year. What was the annual fund revenue from 2023-2024?

Marianne Curcio Spring fundraiser idea - pop up lemonade stand fundraiser or hot cocoa 15-20 families sign up and you spread the words thermometer to measure the total amount - community building. Everyone seemed to like this idea and it would be a good fit once the weather warms up. Let's plan this. Lots of different jobs - parent run no jobs/work for teachers

Hot cocoa bar for the tree lighting next year - we should consider this opportunity next year and talk to the city/chamber to coordinate.

Development Ideas that engage the community and build relationships:
CG shared that we need to work on Development - making connections with businesses and individuals in the community who will reliably support RVCS. These we can plan for 2025-26. She shared the idea that worked in the past "River Valley Views" - these are when RVCS hosts parents and gparents/Caregiver/city leader groups to share with them how unique and wonderful our school community is and follow up with them after a visit and tour of the school. Pre-arrange this event with teachers/admin - give guests a background on the Montessori experience and answer questions. Then follow up - and finish the year with a breakfast or event to bring everyone back together - video presentation, students presenting, pitch. Do you see yourself getting involved in some way?

We need to discuss both development and fundraising. ER and KK need to establish Development Strategy moving forward ASAP.

Kindergarten class - get grandfriends information prior to the school year starting. Hear the giving information when parents come in

Love your school - sharing gratitude on social media, using reels, images and reminders to families about the value of the RVCS experience.

B. Read A Thon

Read a thon starts on March 6 and ends March 21. Communication and schedule for communication are in the development folder and shared with Jane Patterson who will email the community directly or include messaging in the Current when appropriate.The spreadsheet for sponsorship connections and where we stand with each relationship is in the same folder.

Tanya shared ideas to improve MS engagement in read a thon. There may be some natural improvement because 6th graders from last year are now in 7th grade and those children are interested in the read a thon and know how it goes.

One thought is to establish MS fundraising goal and incentivize getting to that goal. Maybe teacher participation - funny outfit that the teacher wears? - dress the director?? Let's determine this prior to the start, see if teachers are receptive so we can share this with MS students the week of March 3-7. KK will reach out Colin and MS teachers to incentivize student participation.
Make the goal a money goal $6000 every teacher wears an outfit? Something silly that is fun/silly.
$200 -> $500 -> $2000 shoes on wrong feet -> $5000, etc.
We can generate ideas among the teachers, present ideas to students and students vote on the things that children win at the community meeting on Friday.

Make sure that the promotion of the read a thon includes things to promote the read a thon to family and friends - like texting, sharing on socials, etc. All of these outreach options are built in the read a thon when students go through the sign up process...so it is easy to take advantage of the built in tools.
EI reminded us that Reading is self care - you always have time for self care. Great message to share with the community. Using the read a thon as a reminder to take time and care for yourself.

Stand alone email can go out per Jane. JP has been very helpful in making sure communication re: all development initiatives is sent. ER and JP share a google doc that contains dates for all communication.
"How to" emails will help clarify and we can add ideas like children videos and share

Other ideas:

- Mystery readers for classrooms
- Karen will ask about mystery readers parents in the classrooms
- visiting local authors

C. Connecting with PA

Stay tuned might have a bowling event in winter...TM

D. February Fundraiser

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 7:12 PM.

Respectfully Submitted,
E. Rankin

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.