

F.W. Parker Charter Essential School

Minutes

DevComm March Meeting

Date and Time

Thursday March 4, 2021 at 7:30 AM

This meeting will be held virtually via Microsoft Teams and can be accessed by committee members and the public at this link: <http://parker.school/developmentcommittee>

Committee Members Present

J. Saxe (remote), K. Tedstone (remote), L. Acton (remote), M. Cole (remote), M. Smith (remote), M. VanderWilden (remote), S. Cassat Green (remote), S. Reinhorn (remote), Z. Basma (remote)

Committee Members Absent

D. Osofsky, J. Bartsch, J. Churchill, L. Mitchell, M. McKenna, T. Sumner

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

K. Tedstone called a meeting of the Development Committee of F.W. Parker Charter Essential School to order on Thursday Mar 4, 2021 at 7:30 AM.

C. Approve Minutes

J. Saxe made a motion to approve the minutes from DevComm February Meeting on 02-04-21.

M. Smith seconded the motion.

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

II. Development 2020-2021

A. Our Essential Commitment Fund

Katrina updated the group as to some numbers from Our Essential Commitment Fund. Currently at \$178K with 32% of current families having given.

The group also previewed the Community Conversation slideshow and gave feedback.

Highlights of feedback:

- thumbnails of speakers
- pause for people to read the slide before the voices
- Glenn's voice is too quiet
- Briefer wording on slides?
- Use a timeline?
- Maybe an opening slide and a closing slide introducing and concluding
- pre-record the slideshow?

B. DevComm connections activity

The group looked at the graduate family constituency and the plan for reaching out to previous donors/supporters.

What might those conversations look like?

- What is the continuing benefit to your child after Parker?
- Ask about and get updates on their children. How are they "after Parker"?
- What would make you keep up with Parker
- Something to give them at the end if they ask how they can help
- Cultivation vs. asking
- Ask them "who are you still in contact with or who could you reach out to from your time at Parker?" How to keep expanding the sphere
- Information about how to engage with us on social media
- What did you value about Parker?
- Reunion families- call families from 10 years out or 20 years out
- Phone-a-thon so that the calls come up on their phone from Parker instead of a person

Katrina will touch base with each person about who they feel comfortable reaching out to.

C. Grant Work- Alumni Work

Did not get to at this meeting

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 8:30 AM.

Respectfully Submitted,

K. Tedstone