

F.W. Parker Charter Essential School

Minutes

February DevComm meeting

Date and Time

Wednesday February 8, 2023 at 8:00 AM

Location

Hybrid in-person and virtually on zoom

<https://us02web.zoom.us/j/82107667621?pwd=MVFMZ1EvUU4vdUFuQkxpWkNRL0l6Zz09>

This meeting will be a hybrid in-person/zoom meeting and can be accessed by committee members and the public at this link: <http://parker.school/developmentcommittee>

Committee Members Present

B. Harrigan, C. Jaffee (remote), J. Saxe (remote), K. Tedstone, L. Acton (remote), L. Mitchell (remote), M. Cole (remote), M. Kosinski-Collins (remote), M. Smith (remote), S. Cole (remote), S. Reinhorn (remote)

Committee Members Absent

H. Pierpont, J. Churchill, M. McKenna, N. Perrotti, S. Cassat Green

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 Wednesday Feb 8, 2023 at 8:00 AM.

C. Approve Minutes

J. Saxe made a motion to approve the minutes from December DevComm Meeting on 12-07-22.

L. Acton seconded the motion.

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

II. Development 2022-2023

A. Fund statistics

The group talked about the fund statistics in the section about each of the constituencies.

B. Parker Fund constituency work

The group heard from each of the working groups outlining the meetings during the month of January.

Alumni group highlights:

- To try to minimize the amount of "opt outs" when doing mass emails, we should include a "participation section" of the email. For example, here is some news of what is happening in the school, tell us what is happening in your world."
- There needs to be a "what's in it for me" thought when we are planning communications
- Try to identify ambassadors for each of the graduating classes
- Do an end of school year ask AFTER the in-person event at the Clover Road Brewery in Hudson
- Use the target number. We have over 1000 alumni and we are hoping for 75 alumni donors.
- current data- we are at 71% of our goal for alumni donors

Graduate parents highlights:

- This is a group that we have done a lot of successful work with. We have maintained and cultivated some wonderful relationships with our graduate families
- The group would like to put together a communication to graduate families that highlights families from through the years and asks them to talk about why they continue to support Parker.
- We realize that Parker was just one step of their child's journey, but you have to remember every step
- Highlight the commonalities between people's stories from 2000, 2007, 2012, 2016, 2020, and 2022.
- current data- we are at 85% of our goal for graduate families

Current Family highlights:

- Could there be a community block for fundraising?
- Can we get stickers made for students who donate saying "I donate to Parker"?
- Try to leverage a match for the spring push for families
- Ask the current students who have donated if they will answer in writing or on video about why they give to Parker and why supporting their teachers is important to them.
- Maybe do something with the whole student body as to why donating is important. Maybe a skit at an all school meeting?
- Tiktok challenge to "speak the kids language?"

-current data- we are at 50% of our participation goal of 50%

C. Alumni Council

Katrina told the group that the alumni council will be working on a communication plan for the in-person event on 5/6.

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,
K. Tedstone