



The GLOBE Academy

Development Committee Meeting

Date and Time

Tuesday October 15, 2019 at 7:30 PM EDT

Location

Conference Call

Notice of this meeting was made in accordance with the applicable statutes. Call-in information is listed below:

Call-in Information

Phone Number: (605) 313-5111

Access code: 462038#

Agenda

	Purpose	Presenter	Time
I. Opening Items			7:30 PM
Opening Items			
A. Complete Agenda			
B. Record Attendance and Guests			
C. Call the Meeting to Order			
II. Playground Project Update			
III. School Needs Assessment Survey Results			
IV. Board-Approved Multiyear Fund Development Plan			7:30 PM
A. Discuss Ways to Support/Complement/Integrate w/ PTCC Fundraising Efforts	Discuss	Meghann Adams	5 m
B. Goals	Discuss	Meghann Adams	5 m

	Purpose	Presenter	Time
C. Objectives	Discuss	Meghann Adams	5 m
D. Methods/Sources of Revenue	Discuss	Meghann Adams	5 m
E. Donor Levels w/ Benefits	Discuss	Meghann Adams	5 m

V. Old & New Business

VI. Closing Items

A. Adjourn Meeting	Vote
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Coversheet

Complete Agenda

Section: I. Opening Items
Item: A. Complete Agenda
Purpose: FYI
Submitted by:
Related Material: GLOBE Development Committee Meeting Agenda 10.15.19.pdf

**The GLOBE Academy
Development Committee Meeting Agenda
Tuesday, October 15, 2019, 7:30 pm**

Call-in Information

Phone Number: (605) 313-5111

Access code: 462038#

- I. Playground Project Update**

- II. School Needs Assessment Survey Results**
 - a. Meeting with school admin
 - b. Common themes that emerged
 - c. Next steps and team assignments

- III. Board-Approved Multiyear Fund Development Plan**
 - a. Discuss how to support/complement/integrate with PTCC fundraising efforts**
 - i. Auction - \$75,000 goal in 2020
 - ii. Teacher professional development and supplies “grants”
 - iii. Teacher/staff appreciation
 - iv. Spirit wear
 - v. PTTC-led fundraisers – Maker’s Market

 - b. Goals**
 - i. Fiscal
 - ii. Relationship building
 - iii. Donor stewardship
 - iv. Solicitation
 - v. Capital campaign
 - vi. Foster community of giving
 - vii. Donor recognition
 - viii. Communications

 - c. Objectives**
 - i. SMART strategies
 - ii. Action Plan that includes action items, timeline and assignments

 - d. Methods/Sources of Revenue**
 - i. There are three ways you can impact the annual fund. We ask for families to GIVE directly to the fund, GET from our extended families (think grandparents, extended family, neighbors, friends) as part of our fall Fun Run “GLOBE Trot”, and GO attend our January music benefit concert called “GLOBE Rocks”.

 - ii. Annual Fund
 1. \$250,000
 2. \$400/child
 3. 100% of GLOBE families contribute to the fund

 - iii. Board-driven fundraising events
 1. GLOBE Trot – annual fund
 2. GLOBE Rocks – benefits music program only

- iv. Grants
 - 1. Foundations
 - 2. Corporate
 - 3. State/Government

- v. Corporate Giving Programs
 - 1. Family/staff work/volunteer connections
(<https://doublethedonation.com/zooatlanta>)
 - 2. Naming/sponsorship opportunities
 - 3. Vendors

- vi. In-kind donations/Product discounts
 - 1. Supplies/equipment
 - 2. Services

- vii. Individual Giving
 - 1. Grandparents
 - 2. Community partners

- viii. Online, E-Giving & Crowdfunding
 - 1. Wish lists on GLOBE website
 - 2. DonorsChoose
 - 3. ClassWish

- ix. Rewards Programs (managed by PTCC?)
 - 1. AmazonSmile
 - 2. Publix, Kroger
 - 3. Land's End, Office Depot
 - 4. Mabel's Labels, Shoparoo

- e. **Donor Levels with Benefits**
(https://www.theglobeacademy.org/apps/pages/index.jsp?uREC_ID=382435&type=d&pREC_ID=867878)
 - i. Silver Level - \$1,000
 - 1. Permanent Silver level recognition on our 2019 Legacy Wall at The GLOBE
 - 2. For businesses, logo added to year book annual fund page.

 - ii. Gold Level - \$2,500
 - 1. Permanent Gold level recognition on our 2019 Legacy Wall at The GLOBE
 - 2. Two complementary tickets to the 2020 GLOBE auction in the spring.
 - 3. For businesses, logo added to year book annual fund page.
 - 4. For businesses, logo added to next year's annual fund thank you banner.

 - iii. Platinum Level - \$5,000
 - 1. Permanent Platinum level recognition on our 2019 Legacy Wall at The GLOBE
 - 2. Two complementary tickets to the 2020 GLOBE auction in the spring.
 - 3. For businesses, logo added to year book annual fund page.
 - 4. For businesses, prominent placement of business logo on next year's annual fund thank you banner.