

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.