



**Development Committee Report  
21 January 2020**

**Committee Chair:** Meghann Adams

**Report Type:** Update

**Updates:**

**1. Operational Budget/Fundraising Goals**

- a. 2019-2020 Fundraising Goal: \$250,000; 2% of operating budget
- b. GLOBE Trot: \$142,354.57 received; \$35,633 in pledges
- c. Annual Fund: \$47,583.10 received to date
- d. GLOBE Rocks: \$3,800 received to date
- e. Total Raised (does not include pledges): \$193,737.67; 77% of fundraising goal

**2. GLOBE Rocks – Saturday, Feb. 1 (6 – 11 pm)**

- a. 100% of the proceeds go to the music department
- b. 21+ event
- c. Napoleon's and The Vista Room (2836 Lavista Rd.)
- d. Tickets \$25 online, \$30 at the door

**3. Donor Prospect Videos**

- a. Production donated by Committee Member Jonathan Clues at StudentBridge
- b. Series of six videos up to 90 seconds each (3-5 key messages each)
- c. Focus of videos:
  - i. **Introduction / About GLOBE / CREST and Values** (Really SEE who we are)
  - ii. **The GLOBE difference** - Emphasis on DLI
  - iii. **Previous successes** - Focus on CCRPI scores
  - iv. **Upcoming initiatives** - transportation, LC gym, teacher training, DEI
  - v. **Ways to get involved** - external audiences: volunteerism, sponsorship, partnerships
  - vi. **Benefits of DLI Model** - more than learning a second language
- d. Making final storyboard edits, identifying interviewees and locations to film on LC & UC
- e. Filming February 10 - one day shoot

**4. Fundraising Policy (approved in 2016)**

- a. Making minor revisions
- b. Will send out recommended changes for board approval at next board meeting

**5. Fund Development Plan**

- a. Committee conducted SWOT Analysis (fundraising-focused) – **See diagram**
- b. Current fundraising activities are almost entirely inwardly focused
- c. Looking to expand solicitations outside of the GLOBE community
- d. Plan is a roadmap that defines goals, outcomes, methods and evaluates progress
- e. Include a Master Fundraising Calendar (includes PTCC activities)
- f. Monthly reports on progress to increase accountability and transparency
- g. Goal to complete/approve by end of 19/20 school year to start 20/21 school year

**6. Donor Relations/Database Management**

- a. Committee is reviewing best practices and developing plan and process to implement
- b. Will create template resources with consistent messaging to give to GLOBE fundraisers
- c. No centralized database capturing each family's gifts year-round
- d. Difficult to evaluate trends and determine opportunities
- e. Researching vendor options to improve donor data management and donor relations
- f. Working with Katrice to update the "Support" pages of GLOBE's website

**7. Next Development Committee Meeting via Zoom: Tuesday, February 18, 2020 @ 7:30 pm**

**END REPORT**