



# The GLOBE Academy

## Minutes

### Development Committee Meeting

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#### **Date and Time**

Thursday June 17, 2021 at 12:00 PM

#### **Location**

Join Zoom Meeting

<https://us02web.zoom.us/j/5572643765?pwd=ak1NMWtaeCszcnE0SXBGbGcxdkhIQT09>

Meeting ID: 557 264 3765

Passcode: 9i9bph

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#### Vision, Mission and Core Values

**Vision:** To develop globally minded citizens who have the knowledge, skills, and attitudes to effect positive change in our world.

**Mission:** The GLOBE Academy fosters Global Learning Opportunities through Balanced Education for children of all backgrounds. With a focus on dual-language immersion, an experiential-learning model, and a constructivist approach, GLOBE inspires students to be high-performing lifelong learners equipped to make a positive impact in the world.

**Core Values:** The GLOBE Academy's core values are expressed in the acronym, CREST: Community, Respect, Empathy, Sustainability and Trust. These values are expected of the governing board, faculty, staff, parents, and students. They are woven into daily life at GLOBE and incorporated into the curriculum.

- 🕒 **Community:** We are inclusive, and we nurture and support one another.
  - 🕒 **Respect:** We treat ourselves and each other with kindness and dignity.
  - 🕒 **Empathy:** We strive to understand and share the feelings of others.
  - 🕒 **Sustainability:** We aim to conserve our resources for optimal use in the present and future.
  - 🕒 **Trust:** We are committed to honesty, transparency, and respectfully sharing our thoughts and encouraging others to do the same.
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#### **Committee Members Present**

D. Clayton-Purvis (remote), D. Robb (remote), E. Dudkiewicz (remote), J. Raymond (remote), L. Clark (remote), L. Ferro Borges (remote), M. Adams (remote)

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### **Committee Members Absent**

L. Hancock, L. Hise, L. Long, L. Norton, M. Hayes, R. Hudak

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## **I. Opening Items**

### **A. Record Attendance**

### **B. Call the Meeting to Order**

M. Adams called a meeting of the Development Committee of The GLOBE Academy to order on Thursday Jun 17, 2021 at 12:01 PM.

### **C. Approve Minutes from 5/20/2021**

L. Ferro Borges made a motion to approve the minutes from Development Committee Meeting on 05-20-21.

D. Robb seconded the motion.

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

### **D. Fundraising Update**

M. Adams shared the most recent fundraising results through 5/31/2021, which will also be shared at the next Board of Directors meeting on 6/28/21.

## **II. General Development Committee Priorities**

### **A. Fund Development Plan**

M. Adams reviewed the Fund Development draft for the 2021-2022 school year and discussed the changes the committee recommended. L. Ferro Borges recommended adding an activity to track in-kind donations. L. Clark recommended creating a wish list for the website. The committee discussed the pros and cons of asking for specific wish list items. The committee agreed it was ready to bring to the GLOBE board for approval at the June 28 board meeting. M. Adams to send it to the board for review prior to the meeting and to add it to the agenda to vote to approve.

### **B. Brief Bloomerang Training**

M. Adams reviewed Bloomerang, the new donor database, with the committee members during a brief training. She explained that committee members had access to update constituent information and not donation information. Committee members can add interactions, tasks, notes and relationships and are encouraged to do so throughout the year when they interact with donors. M. Adams explained that GLOBE pays for Bloomerang by the number of households in the database, so only current or past donors should be entered into the database. Deceased and inactive donors still count towards the total households used. M. Adams mentioned that most of the recurring donors have moved over to Bloomerang.

## **III. Subcommittee Discussions**

### **A. Fundraising Events Subcommittee**

L. Ferro Borges announced that the 2021 GLOBE Trot will take place on October 22. The subcommittee updated the GLOBE Trot sponsorship packet and can begin seeking sponsors for the event. She has also spoken with three vendors to get quotes for the new fundraising platform. GiveButter is the best option since it integrates directly with Bloomerang. GLOBE does not need to start paying the

subscription fee until closer to the event date. L. Ferro Borges is pulling together a timeline of tasks and asked any committee members able to help to reach out so she can assign tasks over the summer. She will be out on maternity leave from mid July to September.

**B. Grants Subcommittee**

M. Adams shared that there are over 30 prospects that need to be vetted further to update the grant calendar. She needs help looking further into the details for each and the subcommittee will divide up the tasks in the grant calendar.

**C. Annual Fund Subcommittee**

M. Adams shared that she has been meeting with the Bloomerang rep every week as part of her training with the database launch. She has an hour long coaching session scheduled next week to review the process to send out end of year donation thank you letters. M. Adams has reconciled all the donations received through Aplos and has set up Bloomerang for the new school year. Most of the recurring donors from Aplos have moved over to Bloomerang, and any that have not moved over by 6/30 will be automatically cancelled. M. Adams is finalizing a donor list for donor recognition for the 20-21 donor levels and advocate and leadership circle donors. She got quotes for printing the two recognition banners that will be at each campus. The donor monitors and website PDF will also be updated. L. Long will help with the layout of the website list. The committee discussed how to implement an incentive program to encourage participation in the campaign during the first month of school. M. Adams to check with C. Elliott-Earby to get approval to move forward with the Annual Fund Challenge.

**IV. Closing Items**

**A. Committee Next Steps**

The group agreed that the next steps for the Committee are as follows:

1. Fund Development Plan - M. Adams to send to the board for approval at the next meeting.
2. Fundraising Events Subcommittee - L. Ferro Borges will develop a timeline of actions to keep sponsorships and GiveButter tasks moving while she's out on maternity leave.
3. Grants Subcommittee - The group will divide up the grant prospects in the grant calendar to make sure they are a fit for GLOBE and update as needed.
4. Annual Fund Subcommittee - M. Adams to send out end of fiscal year donor thank you letters through Bloomerang, update donor monitors, website and order banners for both campuses. Committee will work on developing marketing materials for the launch of the Annual Fund Campaign.

**B. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:00 PM.

Respectfully Submitted,  
M. Adams