

APPROVED



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Thursday May 20, 2021 at 12:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/5572643765?pwd=ak1NMWtaeCszcnE0SXBGbGcxdkhlQT09>

Meeting ID: 557 264 3765

Passcode: 9i9bph

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.
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- 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. Robb (remote), E. Dudkiewicz (remote), K. Mines (remote), L. Clark (remote), L. Ferro Borges (remote), L. Hancock (remote), L. Hise (remote), L. Long (remote), L. Norton (remote), M. Adams (remote), M. Hayes (remote)

Committee Members Absent

J. Raymond, R. Hudak

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 May 20, 2021 at 12:01 PM.

C. Approve Minutes from 4/13/2021

L. Hise made a motion to approve the minutes from Development Committee Meeting on 04-13-21.

L. Long seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 4/30/2021, which will also be shared at the next Board of Directors meeting on 5/24/21.

II. General Development Committee Priorities

A. Fund Development Plan

The committee discussed the most recent draft of the 2021-2022 Fund Development Plan that had been reviewed and revised first by the Annual Fund Subcommittee. There are still two main components that contribute to the school's overall \$300,000 unrestricted fundraising goal: Annual Fund and school-led fundraising events, with goals to each bring in \$150,000. M. Adams discussed how she adjusted the fiscal goals within each category based on past results and plans for the new school year. Those who have not reviewed the Fund Development Plan need to review by 6/15/21 so that M. Adams can bring it to the Board to vote to approve at the 6/28/21 Board Meeting.

B.

Sponsorship Packet

L. Long shared that the sponsorship packet is almost complete, except for some quotes she was waiting on. She will send out the current draft to the everyone. The Committee discussed next steps for creating a sponsorship prospect list. The group talked about how to decide how to approach a prospect for Annual Fund vs. GLOBE Trot.

C. Bloomerang Donor Database Set Up

M. Adams shared that she had begun the set up process for the new Bloomerang donor database, but there were still some things she needed help with setting up. She has a meeting schedule with Di Cox next week to review and continue to move forward with creating the new online donation forms and automatic acknowledgement letters. M. Adams plans to have everything completed by the next Development Committee meeting, and will send out an informational email to the current recurring donors letting them know that they will need to switch their automatic donations over to the new system starting July 1. At that time, the school will drop Aplos and use Bloomerang in its place for the new school year. DoJiggy will also be dropped this year and GiveButter will integrate directly into Bloomerang for all GLOBE Trot donors starting this new school year as well. L. Ferro Borges asked who will have access to the database and M. Adams said that she will provide access to those in the committees to be able to better track all fundraising activities in one place.

III. Subcommittee Discussions

A. Fundraising Events Subcommittee

L. Ferro Borges agreed to lead the Subcommittee and provide reports at the Development Committee Meetings. The Fundraising Events Subcommittee met on 5/6/2021 to discuss ideas and come up with potential dates for GLOBE Trot. The group decided that 10/22/21 would be better than having the event later in November since Square One Art is right after Thanksgiving and Election Day, Halloween and Peace Week all overlapped with the event fundraising in the past. L. Hancock said that the PTCC usually does International Fest in October and Maker's Market in November, but they have not set a date yet for 2021 and they can work around GLOBE Trot. Hispanic Heritage Month is also in October. The group discussed GiveButter, a new fundraising platform that directly integrates into Bloomerang since the school will likely move from DoJiggy since they were changing their pricing structure after last year. M. Hayes is pulling together a comparison chart to review three different vendors before moving forward. The group is going to meet with C. Elliott-Earby and other admin staff on 5/25/21 to set a firm date and confirm the platform vendor so the group can begin seeking sponsors this summer. L. Norton suggested hosting a school yard sale to raise additional funds for the school. M. Adams suggested that the Subcommittee bring the idea up during the meeting with C. Elliott-Earby next week, as she was unsure if the PTCC would want/need to be involved.

B.

Grants Subcommittee

D. Robb agreed to provide updates about the Subcommittee at Development Committee Meetings. The Grants Subcommittee did not meet since the last Development Meeting, but agreed over email to begin prospect research for next school year. The group will also begin updating the grant calendar for next school year. K. Mines mentioned that S. Daniel had submitted and received a \$2,000 grant for DLI from the Georgia Foundation for Public Education.

C. Annual Fund Subcommittee

The Annual Fund Subcommittee met on 5/14/21 to review updates to the Fund Development Plan that was shared with the Committee prior to the meeting. The Subcommittee was onw looking at the website and making suggestions for ways to improve the clarity and expectations for families for the new school year. M. Adams mentioned that the group discussed doing a class contest/launch at the beginning of the year and having more donor-specific incentives/thank yous to increase motivation to give to the Annual Fund. They will begin planning to create orientation materials to kick off the launch at the beginning of the school year.

IV. Closing Items

A. Committee Next Steps

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

1. Fund Development Plan - The Grants and Fundraising Events subcommittees will review and provide feedback by June 15. M. Adams will add to the agenda for the board to vote on at the June board meeting.
2. Sponsorship List - L. Long will send out the current version of the sponsorship packet and M. Adams will send out the current sponsorship prospect list. The group is to look at the list and add prospects and/or make notes of any connections they have to prospects already on the list.
3. Bloomerang - M. Adams will meet with Bloomerang rep and finish setting up the online donation form and acknowledgment letters. She will add Committee Members as users in Bloomerang to better keep track of fundraising activities, reminders and tasks. The Annual Fund Subcommittee will help draft an email to alert recurring donors of the change.
4. Fundraising Events Subcommittee - The group will meet with admin on 5/25 and present the donor platform comparison and finalize the event date. They will most likely move forward with setting up GiveButter and start working on sponsorship prospect list.

5. Grants Subcommittee - The group will begin prospect research and update the grant calendar for the new school year.

6. Annual Fund Subcommittee - The group will work on revising the fundraising web pages, work on orientation materials and the Annual Fund launch/contest at the beginning of the school year.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:55 PM.

Respectfully Submitted,
M. Adams