



Board Agenda Item #	II A: Information/Discussion Item
Date:	April 12, 2021
To:	Magnolia Public Schools - Board of Directors, Governance Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Develop and Communications
RE:	Creation of the MPS Development Committee

## PROPOSED BOARD MOTION

This a discussion item; no action is required.

## BACKGROUND

### Development Committee

The Development Committee is an essential work unit of the Magnolia Public Schools board. As an effective committee, we will let more people become involved and expand MPS' support base. Just as important, the Development Committee nurtures people's commitment to Magnolia Public Schools.

Beyond ensuring giving across the board, the Development Committee charge is to review

### ***policy and procedures for all fundraising programs:***

- Setting goals
- measuring progress against goals
- reviewing policies for giving
- ensuring the appropriate use of funds donated

We are here to **SUPPORT OUR PRINCIPALS** and our schools. The Development Committee will cultivate donors to make sure campaigns bring in the maximum amount to support our ten Magnolia schools and the MPS home office.

The most common board fundraising committee structure is the development committee, which should focus its work on *policy review and accountability*.

The Development Committee is a standing committee of the MPS board with a chair and members who are appointed to serve as one of the assignments of their board service. The Development Committee is responsible for seeing that each board member is solicited for his or her annual gift, and if appropriate, for a capital gift. Complete (100%) board participation is a marker of good governance and makes the case for outside investment.

## INTRODUCTION

### Charge To The Development Committee

1. **Actively lead in identifying prospects, making introductions, requesting contributions, and expanding the reach of the organization to develop new resources.**
2. Setting a "give or get" goal for each board member
3. Take responsibility for peer-to-peer solicitation of all board members for their base annual gift and also make an additional gift they care about. This can also be a capital gift as established by board rules and procedures.
4. Review all policies related to the solicitation and acceptance of gifts to ensure that donors and their gifts are treated ethically and legally.
5. Work alongside the head of the Development Department and Office of the CEO & Superintendent to recommend achievable fundraising goals for approval by the full board; set achievable goals, with accountability measures to ensure that goals are met each fiscal year.
6. Review development staffing, organizational structure, and budgets. Review cost of funds raised to ensure that this cost is within peer and industry standards.
7. Assist with hiring of development staff and fundraising consultant/s.

8. Review all materials, electronic and print, that present the fundraising case; not to design by committee, but to ensure that MPS, our mission, and goals are fairly and accurately represented to potential donors.
9. Oversee standards for gift accounting, gift receipts, thank-yous, and donor stewardship to ensure that donors are being treated fairly and that funds are deposited efficiently and restricted according to the wishes of the donor.
10. Training: Provide opportunities for training for all board members so that fundraising leadership can be exercised by the board as a whole.

### **Time Requirements**

The Development Committee will meet quarterly. Committee members are expected to prep for meetings by reviewing committee materials in advance. Also, work on action items between board meetings.

### **Reporting**

The chair of the Development Committee will report to the MPS board each quarter.

### **Committee Members Selection**

We seek members of the MPS board who are more experienced in fundraising, and the best fundraisers on the board often gravitate to this committee. Additionally, we seek individuals who are good at articulating the needs of the schools and community.

We will choose Development Committee members based on people's skills, interests, and dedication to the mission of Magnolia Public Schools. We will also consider having non-board volunteers as members of committees.

### **Term of Office**

Development committee terms range from one year to five years. Longstanding knowledge of the organization and its donors is useful, so long service is often preferable on this committee.

### **BUDGET IMPLICATIONS**

- No budget implications

### **EXHIBITS (attachments):**

Attachments included:

1. None