APPROVED

Equitas Academy Charter School

Minutes

Resource Development Committee Meeting

Date and Time
Thursday April 28, 2016 at 6:00 PM

Location
1700 W. Pico Blvd, Los Angeles CA 90015

PUBLIC COMMENT AT EQUITAS ACADEMY BOARD MEETINGS – An opportunity for the public to address the Board will be provided at the conclusion of the agenda. Members of the public who wish to speak on any item are requested to identify themselves and indicate on which agenda item they wish to speak. The Board will provide an opportunity for the public to speak for a maximum of three (3) minutes, unless granted additional time at the discretion of the Board. Testimony shall be limited in content to matters pertaining to Equitas Academy. The Board may not take any action on matters discussed during the public testimony period that are not listed on the agenda. Brown Act Compliance: Agenda posted at School

Committee Members Present
C. Sanii, M. Menjivar

Committee Members Absent
None

I. Opening Items

A. Record Attendance and Guests

B.

Call the Meeting to Order

M. Menjivar called a meeting of the Resource Development Committee of Equitas Academy Charter School to order on Thursday Apr 28, 2016 at 6:00 PM.

C. Approve Minutes

No previous minutes to approve.

II. Resource Development

A. Review Fundraising Strategy

Claudia and Michael review development plan. Strategy moving forward will emphasize cultivating personal relationships with individuals who have a capacity to support. This will include private individuals, foundations/corporations staff, Equitas stakeholders (parents, vendors, staff, local community and business leaders).

Michael then discussed the importance of building a long-term development pipeline and growing development into a support structure benefitting Equitas. This will include:

1. Building and refining the donor database, eTapestry, into a CRM that best supports Equitas' long-term development goals.
2. A portfolio will be created to allow for focus on a specific number of potential funders. The portfolio will ideally hold 120-150 prospects, which will contain interested private individuals, foundations, corporations, community leaders, general charter school supporters. This portfolio will reflect the top donors and prospects and will be fluid over time. Prospects will be added to and removed from the portfolio as new prospects are qualified or disqualified as possible funders.
3. Implementing a "Culture of Philanthropy." This will involve launching campaigns encouraging all Equitas stakeholders - faculty, staff, board members, parents - to philanthropically support Equitas. Michael talked about the power that tracking the success of these campaigns can have when soliciting major gifts.

Claudia then suggested intimate, targeted fundraising events. Big, community-wide events, like Galas, are far away in the future, but it will be critical to have appropriately sized events that will lead into bigger fundraising events and campaigns. Claudia suggested "Poker Nights" and intimate dinners at restaurants.

Michael and Claudia then discussed the upcoming 10th Anniversary in 2019 for Equitas opening. This presents a great opportunity for development and campaigns. Moving forward, some time should be dedicated to strategize what can and should be accomplished with this opportunity.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:00 PM.

Respectfully Submitted,
M. Menjivar