

APPROVED



## Hill View Montessori

# Minutes

## Development Committee Meeting

---

### **Date and Time**

Tuesday May 12, 2026 at 6:30 PM

### **Location**

Remote

*Meeting ID: 305 974 6197*

*Passcode: 181313*

---

### **Committee Members Present**

A. Fergus (remote), H. Herklotz (remote), J. Gibbons (remote), J. Landry (remote), S. Stecher (remote)

### **Committee Members Absent**

H. Pearson, J. Greene, M. Borden

### **Guests Present**

Star Snead (remote)

---

## **I. Opening Items**

### **A. Record Attendance**

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

J. Landry called a meeting of the Development Committee of Hill View Montessori to order on Tuesday May 12, 2026 at 6:32 PM.

### C. Approve Minutes

S. Stecher made a motion to approve the minutes from Development Committee Meeting on 04-14-26.

J. Landry seconded the motion.

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

## II. Development

### A. Update on Bingo/Merch

- Jeff stated Rock & Roll Bingo raised approximately \$13,000, about \$5,000 more than last year
  - He credited:
    - Strong sponsorships
    - Better auction items
    - Higher engagement
- Star stated that event growth comes primarily from sponsorships, not ticket sales
  - Emphasized events should build relationships, not just raise money
- Group discussion raised concern that families may feel over-asked for money
  - Focus on avoiding “nickel and diming” the community
  
- Jeff reported on Hill View merchandise campaign:
  - 77 items sold
  - \$730 raised
  - Below expectations
- Jeff stated he believed performance was impacted by:
  - Timing of campaign
  - Families already purchasing Lion King shirts
  - Limited publicity/marketing
- Group discussion agreed improvements needed:
  - Structured merch calendar:

-Start of year

-Holiday season

-Spring

- Stronger promotion so items actually reach families effectively

### B. Discussion w/ Starr Snead

- Hannah introduced Starr Snead
  - Met at Montessori conference in January
  - Described Starr as highly experienced in school development strategy
- Hannah stated goal of the session:

- Build a cohesive long-term development plan for the school
- Star stated core principle:
  - “Most funding comes from individuals, not events.”
  - “People give to people.”
- Jeff asked:
  - “How long does something like this take?”
- Star responded:
  - “A long time.”
  - Explained that development work is multi-year and relationship-driven
- Star explained funding structure should include:
  - Events (Bingo, merch) → supplemental income
  - Sponsorships → key growth area
  - Annual Fund → foundational giving stream
  - Individual major donors → primary long-term funding source
- Hannah asked:
  - “Can you give us a concise focus of what we should prioritize?”
- Star responded:
  - Build balance across funding types
  - Do not rely too heavily on events
  - Prioritize individual relationships and annual giving
- Scott asked about donor sources:
  - Whether giving comes from individuals or organizations
- Star responded:
  - Majority is individuals
  - Some corporate/foundation support, but smaller portion overall
- Andy stated need to structure donor outreach:
  - Categories should include:
    - Businesses
    - Parents
    - Grandparents
    - Alumni families
    - Community leaders / high-net-worth individuals
- Group agreed to begin organizing donor prospects into structured categories
- Scott asked about targeting larger businesses in Haverhill
- Star responded:

- Yes, but success comes from relationships, not size of organization
- Recommended starting with existing school connections first
  
- Star emphasized need for a donor database system
  - Must track relationships between people, not just names
- Scott asked if templates exist
- Star responded she will provide examples and suggested investing in a proper system
  
- Jeff stated current systems used for events are not sufficient long-term for development tracking
- Hannah asked about grants and whether they should be a focus
- Group discussion concluded:
  - Grants are helpful but secondary
  - Individual giving remains the primary strategy
  
- Star suggested improving events strategy rather than replacing them:
  - Add sponsorship tiers
  - Improve auction planning
  - Make fundraising purpose clearer
- Star introduced idea of a “Day of Giving”:
  - Example: \$5 per family
  - Focus on participation rate, not total dollars
  
- Jeff stated concern about overburdening families with fundraising asks
  - Supported idea of simpler, participation-based campaigns
- Hannah agreed and emphasized need for balance in outreach
  
- Star concluded:
  - Start small, build systems, and prioritize relationships already connected to the school
  - “No is never no” — relationships can develop over time

### III. Closing Items

#### A. Agenda for Next Meeting

Andy requested that we focus conversation in the next Dev Com. meeting to discuss messaging., so that we can developed a tight pitch deck that we can bring to potential donors. All members concurred.

- Finalize messaging strategy for donor outreach (clear, consistent language)

- Define structure and launch plan for an Annual Fund
- Decide on donor database system to track relationships
- Build categorized donor list:
  - Families
  - Local businesses
  - Alumni families
  - Community leaders / high-net-worth individuals
- Define scope for summer intern (donor research + data gathering)
- Refine fundraising events strategy:
  - Rock & Roll Bingo improvements
  - Merch rollout schedule
  - Sponsorship development

## **B. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:55 PM.

Respectfully Submitted,  
J. Gibbons