APPROVED

Hill View Montessori

Minutes

Development Committee Monthly Meeting

Date and Time
Tuesday August 11, 2026 at 6:30 PM

Committee Members Present
A. Fergus (remote), H. Herklotz (remote), J. Gibbons (remote), J. Greene (remote), J. Landry (remote), M. Borden (remote), S. Stecher (remote)

Committee Members Absent
H. Pearson, T. Polanco

Guests Present
Sheila Randolph (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 Aug 11, 2026 at 6:31 PM.

C. Approve Minutes

A. Fergus made a motion to approve the minutes from Development Committee Monthly Meeting on 07-14-26.

S. Stecher seconded the motion.
The committee **VOTED** to approve the motion.

II. Development

A. Fundraising Travel Presentation

- Sheila Randolph from Fundraiser Travel joined the meeting to present fundraising opportunities available to Hill View through travel.
- Sheila explained that Fundraiser Travel handles the majority of the marketing, booking, and coordination, allowing nonprofits to raise money with limited work on their end.
- Jenny presented a proposed Florida trip during December school vacation. She disclosed that she works for Fundraiser Travel and was paid to prepare the proposal.
- **Hannah and Andy asked how the travel fundraiser financially benefits Hill View.** Sheila explained that Fundraiser Travel earns money through vendor commissions and incentives, with a portion going back to the nonprofit. She stated that previous fundraisers have raised between $2,500 and $30,000.
- **Jeff and Scott asked about minimum participation and whether there is a guaranteed return.** There is no guaranteed amount, although Sheila stated that approximately seven rooms could generate around $2,500.
- **Jeff asked about Hill View's responsibility if someone has a poor travel experience.** Sheila explained that travelers book directly through Fundraiser Travel and that their team handles customer service, travel issues, and liability.
- **Andy requested references from other nonprofits that have participated.** Sheila agreed to provide them.
- After Sheila left, the committee discussed concerns regarding the business model, Hill View's reputation, and whether this opportunity fits with the school's current "back to basics" focus.
- Hannah asked about a potential conflict of interest because Jenny works for Fundraiser Travel. Jenny clarified that she would receive her regular hourly pay but would not receive a commission from the Hill View fundraiser.
- The committee agreed to review references and continue discussing the opportunity before making a decision.
- The committee also reviewed Hill View Foundation's $150 annual Fundraiser Travel membership and discussed potentially using the included 15 passenger van for athletics, pending clarification regarding availability and insurance.

B. Upcoming Development Opportunities

- The committee discussed the upcoming Popsicle Party as an opportunity to engage with Hill View families.

- The upcoming Chamber of Commerce Coffee Connect will be hosted at Hill View and will provide an opportunity to introduce local businesses and community members to the school.
- The committee discussed having board representation at the Coffee Connect to help build relationships with attendees.
- The development slideshow is progressing well and can be used for future outreach to businesses, donors, and community partners.

C. Development Strategy Next Steps

- Hannah and Jeff discussed separating the Annual Fund and Rock and Roll Bingo efforts so the two campaigns are not approaching the same audiences at the same time.
- The Annual Fund will initially focus on participation from Hill View families, staff, board members, and their networks. The goal is to demonstrate strong community participation that can later support larger fundraising requests.
- Rock and Roll Bingo outreach will focus more on businesses for sponsorships, auction items, donations, and larger financial contributions.
- Scott and Andy agreed to assist with Rock and Roll Bingo outreach.
- The development database currently contains close to 400 individuals and businesses, providing a starting point for outreach.
- Hannah now has access to Constant Contact for development communications.
- The committee discussed using DonorPerfect to centralize donor information, donations, sponsorships, and communication history.
- Givebutter may continue to be used for Rock and Roll Bingo during the transition while the committee evaluates DonorPerfect’s payment, ticketing, and event capabilities.

III. Closing Items

A. Agenda for Next Meeting

- Follow up on Fundraiser Travel references and determine whether the opportunity should move forward.
- Continue Annual Fund and Rock and Roll Bingo planning and division of responsibilities.
- Review progress with DonorPerfect and development outreach.
- Follow up on upcoming development events and community engagement opportunities.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:37 PM.

Respectfully Submitted,
J. Gibbons