



## Arco Iris Spanish Immersion School

### Minutes

#### Development Committee Meeting

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##### **Date and Time**

Thursday May 5, 2022 at 6:45 PM

##### **Location**

<https://us02web.zoom.us/j/4871252671?pwd=akIJTVBjeTczcmo1TVBXSMvRUgyZz09>

If Zoom link is not working, email Sarah Zephirin to join. [Sarah.zephirin@arcoirisschool.org](mailto:Sarah.zephirin@arcoirisschool.org)

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##### **Committee Members Present**

C. Billings (remote), M. Bryan (remote), S. Stevens (remote), S. Zephirin (remote)

##### **Committee Members Absent**

C. Staudenraus, T. McCoy, Y. Jones

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#### **I. Opening Items**

##### **A. Record Attendance and Guests**

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

S. Zephirin called a meeting of the Development Committee of Arco Iris Spanish Immersion School to order on Thursday May 5, 2022 at 6:55 PM.

##### **C. Approve minutes from 3/31/2022**

S. Zephirin made a motion to approve the minutes from Development Committee Meeting on 03-31-22.

M. Bryan seconded the motion.

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

## II. Development

### A. Fundraising Gap and Goals

04/30/22 status:

Gap Contribution: \$78,685.87

Move-a-thon: \$24,397.24

Auction: \$31,236.26

Corporate Contributions: \$23,868.21

(Goal is \$750 per child)

We have raised \$158,187.58 of \$252,000.00

\*Discussed sending reminders to any family who hasn't yet made a gap contribution.  
Keep it short and friendly, along with details on how short we are on our fundraising goal.

### B. Communications Campaign/PR

- Discussed possible ideas to find contributions from businesses
- What can we offer if they sponsor our school?
- Christa to attend a webinar, and get ideas from Board on Track

Goals for fundraising communication:

- Monthly on the the website
- Monthly mention in the newsletter
- PTO facebook page
- \*Need to create one visual we share out monthly

Future needs:

- \*Have materials and training for parents so they know how to help ask for corporate sponsorships in the community
- \*Need to educate parents about what this committee does, and invite them to participate in meetings

### C. Grants

- Committee started spreadsheet of potential grant opportunities
- Need to talk to Chris about prioritizing large ticket items we need, and then link those to appropriate grants

## III. Closing Items

**A. Action Items**

- Christa to attend corporate sponsorship webinar
- Sarita to reach out to Chamber of Commerce for sponsorship ideas
- Sarah to draft gap contribution reminder email, and send to Christa to send out to appropriate families
- Sarah to make sure grant needs brought up in strategic planning committee, then finalize ideas with Chris
- Christa and Sarita to design thermometer graphic in Canva

**B. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:50 PM.

Respectfully Submitted,  
S. Zephirin