



# THE ACADEMY OF ALAMEDA

## The Academy of Alameda Charter School Board Marketing and Fundraising Committee Meeting

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### Date and Time

Tuesday February 9, 2021 at 6:00 PM PST

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>6:00 PM</b>
<b>A. Record Attendance</b>		Ron Whittaker	1 m
<b>B. Call the Meeting to Order</b>		Ron Whittaker	1 m
<b>II. Public Comments</b>			
<b>III. Marketing and Fundraising Committee</b>			<b>6:02 PM</b>
<b>A. Meeting Agenda</b>	Discuss	Matt Huxley	57 m
Main Topics			
1. Update on Actions from January 5 Meeting			
2. New Website Review/Progress			
3. Marketing - Areas of Focus			
4. Fundraising			
- Spring Fundraising ideas			
<b>IV. Closing Items</b>			<b>6:59 PM</b>
<b>A. Adjourn Meeting</b>	Vote		1 m

# Coversheet

## Meeting Agenda

**Section:** III. Marketing and Fundraising Committee  
**Item:** A. Meeting Agenda  
**Purpose:** Discuss  
**Submitted by:**  
**Related Material:** Spring Fundraiser Ideas 2\_9\_21.pdf  
02\_09\_21 Marketing\_Fundraising Committee Meeting .pdf

Fundraiser Ideas	Notes	Possible date/s
Restaurant Evenings	Select a few restaurants who pay a percentage of their receipts to AoA for parents who do take-out orders (or outside eating orders when possible). We've done this in the past with several restaurants.	
Art Night	Invite parents to partake in an online art project & cocktail party @ \$75 ea.	March, April, May
Grant websites	Do we buy subscriptions? Who searches? Who writes applications? <a href="http://GrantWatch.com">GrantWatch.com</a> <a href="http://Dominion Energy social justice grants">Dominion Energy social justice grants</a> <a href="http://FundnetServices.com grants">FundnetServices.com grants</a>	Subscription rates vary up to \$199/year
Add specific big ticket items as additional/alternative donations.	12-15 Passenger van - sport teams, equity & SEL field trips. New lockers (?) Used bikes (?) purchased or donated	



**The Academy of Alameda’s Mission:** The Academy of Alameda equitably develops students into critical thinkers and life-long learners who navigate the world with integrity, and who apply their learning to empower themselves and their communities.

**Envisioned Future:** The Academy of Alameda envisions a future where all students are successful, and their destinies are not determined by their demographics.

**Meeting/Agenda Name:** Marketing & Fundraising Committee

**Date:** 02/09/2021

**Members in attendance:**

Time	Topic	Outcomes/Activities	Decision/input	Notes/Links
15	Updates Since 1/5/21 Meeting	<ul style="list-style-type: none"> <li>• Logo, letterhead &amp; taglines have been updated</li> <li>• New website launched</li> <li>• Teacher Recruitment Video (Input from Team)</li> <li>• Family Testimonial Video</li> <li>• Enrollment Ads (will report back back data two weeks)                             <ul style="list-style-type: none"> <li>○ Google Search</li> </ul> </li> </ul>		<p><a href="#">Teacher Recruitment Video</a> Password: aoa</p> <p><a href="#">Family Testimonial Video</a></p> <p>Enrollment: <a href="#">Why the Academy of Alameda?!!</a></p> <p>Facebook Ad: <a href="#">Meet Leah, AoA's Elementary School Principal!</a></p> <p><a href="#">Landing Page</a> (for ads)</p>
10	Website Review	<ul style="list-style-type: none"> <li>• Taqua will provide a review of our website’s new features</li> </ul>		<p>Corrections are in the pipeline, Next step - focus on ES/MS program descriptions <a href="https://aoaschools.org">aoaschools.org</a></p>

25	Marketing	<ul style="list-style-type: none"> <li>• Points of emphasis</li> <li>• Outreach to Alameda rising K &amp; 6<sup>th</sup> grade families</li> </ul>		<a href="#">Marketing Ideas</a> <a href="#">AoA Funk Music Video</a> <a href="#">AoA Welcome Home</a>
15	Fundraising	Chairperson candidate, grant subscription services, some type of benefactor public acknowledgement, appropriate AEF model, events		<a href="#">Spring Fundraisers</a> <b>AEF - <a href="#">Equipped 4 Success Reimagined</a></b>

**Actions**

Action	Responsibility

**Next Meeting (March 30 - 6 to 7pm) Topics:**