



## Alma del Mar

### Development Committee Meeting

Amended on September 17, 2020 at 10:48 AM EDT

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#### Date and Time

Friday September 18, 2020 at 9:00 AM EDT

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#### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>9:00 AM</b>
Opening Items			
<b>A. Record Attendance and Guests</b>		Becca Kurie	
<b>B. Call the Meeting to Order</b>		Christopher Arnold	1 m
<b>C. Approve Minutes</b>	Approve Minutes		2 m
Approve minutes for Development Committee Meeting on August 21, 2020			
<b>D. Approve Minutes from 6-19-20</b>	Approve Minutes		
<b>II. Impact Campaign</b>			<b>9:03 AM</b>
Development			
<b>A. Fundraising Status Update</b>	Discuss	Becca Kurie	5 m
Annual Fundraising Capital Fundraising Special Projects Fundraising			
<b>B. Groundbreaking Celebration preview</b>	Discuss	Becca Kurie	15 m

	<b>Purpose</b>	<b>Presenter</b>	<b>Time</b>
<b>C. Revised Impact Campaign Messaging</b>	Discuss	Becca Kurie	5 m

B.Kurie has drafted an addendum to our Impact Campaign messaging to reflect all that has happened the past six months.

<b>D. Committee Goals 2020-2021</b>	Discuss	Christopher Arnold	20 m
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Discussion: Next steps to make progress on our goals for the FY.

See attached documents for 1) Goals and 2) Sample letter for asks.

To remind everyone of our focus regarding the Fall 2020 Match Challenge:  
**BIG ASK [Will & Becca]**  
 \$100,000

**MID ASKS [DevComm]**  
 >\$5,000

**SMALL ASKS [Mailing List & Social Media Following, NOT Prospects for Mid or Big Asks]**  
 >\$500 per gift for a total of \$5,000

**SMALL ASKS COPY**  
 Friends of Alma:

We just received an incredibly generous match to help us cross the finish line with our fundraising for our new Frederick Douglass Campus.

In honor of Back to School month, every dollar raised in September will be matched by this anonymous donor.

We're set to formally break ground on our new school building on Sept. 25th - your donation will help us move that dirt! Every dollar counts.

Together, we can prepare the foundation of our future. Support Alma's Impact, today.

### **III. Other Business**

### **IV. Closing Items**

<b>A. Adjourn Meeting</b>	Vote	Christopher Arnold
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