



Alma del Mar

Development Committee Meeting

Published on March 16, 2021 at 1:01 PM EDT

Date and Time

Friday March 19, 2021 at 9:00 AM EDT

Agenda

	Purpose	Presenter	Time
I. Opening Items			9:00 AM
Opening Items			
A. Record Attendance and Guests		Becca Kurie	
B. Call the Meeting to Order		Christopher Arnold	1 m
C. Approve Minutes	Approve Minutes	Becca Kurie	1 m
Approve minutes for Development Committee Meeting on February 19, 2021			
II. 2020-2021 Development Committee Goals			9:02 AM
A. Review Our Goals	FYI	Christopher Arnold	5 m
1. Secure \$1 Million toward Alma's Impact Campaign			
1. \$300,000 annual			
1. Providing additional resources for Alma's equity work with staff, curriculum, and beyond			
2. \$75,000 FHF program			
3. \$625,000 facilities			
2. Develop & Maintain Tools for Keeping Our Supporters Close			
1. Update Messaging			
1. Clear & Compelling			
2. Articulates Alma's commitment to being an anti-racist school			
3. Without Bias or racial undertones			

Regular Communications

	Purpose	Presenter	Time
<ul style="list-style-type: none"> 1. Alma Insider 2. Personalized contacts 3. Strategic Cultivation and Follow-up 			
<ul style="list-style-type: none"> 1. Trustees Support & Accountability 2. Maintain Database of Supporters & Prospects <ul style="list-style-type: none"> 1. Prospect list 2. Research & procure best software to perform all of the above 			
<ul style="list-style-type: none"> 1. Increase Committee membership <ul style="list-style-type: none"> 1. Identify a permanent committee chairperson 2. Recruit 1-2 additional members, at least one of whom is a person of color, in order to better reflect the diversity of Alma's scholars, families, and Board of Trustees 			
III. Impact Campaign			9:07 AM
Development			
A. How can I help you?	Discuss	Becca Kurie	8 m
-Are you stuck with a prospect? -Do you have questions about how we're communicating with donors and prospects? -How can I help you move your prospects forward?			
B. Fundraising Status Update	Discuss	Becca Kurie	5 m
Annual Fundraising Capital Fundraising Special Projects Fundraising			
C. Spring 2021 Virtual Alma Insider	Discuss	Becca Kurie	20 m
Broad Topic: Family Engagement at Alma			
Possibilities: Marie Tavares shares a best practice of Families Helping Families' first year. 2-3 Alma parents/guardians share their experience/answer questions from the audience			
**What's the ending ask?			
IV. Other Business			
V. Closing Items			
A. Adjourn Meeting	Vote	Christopher Arnold	