



Alma del Mar

Development Committee Meeting

Published on January 18, 2023 at 9:26 AM EST

Date and Time

Friday January 20, 2023 at 9:00 AM EST

Location

<https://almadelmar-org.zoom.us/j/94061085711?pwd=RG9leERXd05FRIZDaWg4bTR OTDBJZz09>

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		Mel Bride	1 m
C. Approve Minutes	Approve Minutes	Mel Bride	1 m
II. Strategy Review & Planning for 2022-23			9:02 AM
A. Goals & Priorities Set	Discuss	Becca Kurie	20 m

Current Draft:

Development Committee
2022-2023 Committee Goals

1. Support the Director of Development and Board of Trustees in fundraising efforts to support Alma's Network Priority for the 2022-23 school year.

METRIC: \$300,000 general operating support

1. Maintain a development activities calendar that ensures Alma's supporters are hearing from us consistently and feel invested in our mission while also creating opportunities for them to interact directly with Alma scholars and teachers.

METRICS: 10 monthly email blasts, 4 direct touchpoints, 4 in-person opportunities

1. Compile strong list of initial prospects and support with targeted outreach to prepare for the creation of Alma's Planning Giving/Legacy Program

METRIC: 10 prospect meetings resulting in 5 secured participants, program Named and included in digital and print materials for prospects

1. Participate in strategic discussions as a committee and with other stakeholders to identify future fundraising priorities for Alma del Mar.

METRIC: Committee members research [community-centric fundraising](#) and discussions/surveys conducted with Alma's Senior Leadership Team and Board of Trustees to identify priorities

1. Introduce new members to the Development Committee

METRIC: Introduce 1 or 2 new volunteer members during FY23

B. Fundraising Update	FYI	Becca Kurie	5 m
C. Spring Calendar	Discuss	Becca Kurie	25 m

III. Other Business

IV. Closing Items

A. Adjourn Meeting	Vote	Mel Bride
--------------------	------	-----------