



# Menlo Park Academy Governing Board

## Development Meeting

January

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### Date and Time

Wednesday January 14, 2026 at 5:15 PM EST

### Location

Development Meeting

Wednesday, January 14 · 5:15 – 6:15pm

Time zone: America/New\_York

Google Meet joining info

Video call link: <https://meet.google.com/jgc-fyne-dro>

Or dial: (US) +1 385-393-4903 PIN: 629 462 027#

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The meeting of the MPA board's development committee will be held virtually on Wednesday, January 13th. The link for the Development meeting is: <https://meet.google.com/jgc-fyne-dro>

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### Agenda

	Purpose	Presenter	Time
I. <b>Opening Items</b>			<b>5:15 PM</b>
A.    Record Attendance		Twana Rogers	1 m
B.    Call the Meeting to Order		Twana Rogers	5 m

		Purpose	Presenter	Time
	Review meeting purpose and desired outcomes			
<b>II.</b>	<b>Overview of Annual Fundraising Goal &amp; Revenue Mix</b>			<b>5:21 PM</b>
A.	Review Annual Operating Fundraising Need: \$135,000 (2.7% of budgeted revenue)	Discuss	Lisa Sierk	5 m
B.	Review fundraising mix by activity (see attached monthly report)	Discuss	Lisa Sierk	6 m
<b>III.</b>	<b>Annual Appeal (\$40,000 Goal)</b>			<b>5:32 PM</b>
A.	Annual Appeal (\$40,000 Goal)	Discuss	Lisa Sierk	15 m
	Review Annual Appeal timeline (Aug–June) and major campaign phases: Board and staff participation (100% goal)			
	Monthly themed campaigns (Fall for Menlo, Giving Tuesday, Share the Love, Get Lucky)			
	Review donor segmentation strategy: Board, Staff, Current Families, Alumni Parents, Friends of Menlo, etc.			
B.	Special Events & Sponsorship Opportunities	FYI		15 m
	Review key events with sponsorship components: Awards Banquet / Trivia Night (March)			
	Encore Showcase (April)			
	Walk-a-thon (May)			
<b>IV.</b>	<b>Committee discussion:</b>			<b>6:02 PM</b>
	Volunteer leadership			
	Sponsorship targets and prospect identification			
	Event timelines and committees			
A.	Next Steps & Upcoming Deadlines	Discuss	Lisa Sierk	5 m
	Confirm next meeting date and focus			
<b>V.</b>	<b>Closing Items</b>			<b>6:07 PM</b>
A.	Adjourn Meeting	Vote	Twana Rogers	1 m

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**MISSION STATEMENT:** Menlo Park Academy is a public school that develops the potential of gifted children through an exemplary program of rewarding experiences that nurtures the whole child.