



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

	Purpose	Presenter	Time
Review meeting purpose and desired outcomes			
<b>II. Overview of Annual Fundraising Goal &amp; Revenue Mix</b>			<b>5:21 PM</b>
<b>A.</b> Review Annual Operating Fundraising Need: \$135,000 (2.7% of budgeted revenue)	Discuss	Lisa Sierk	5 m
<b>B.</b> Review fundraising mix by activity (see attached monthly report)	Discuss	Lisa Sierk	6 m
<b>III. Annual Appeal (\$40,000 Goal)</b>			<b>5:32 PM</b>
<b>A.</b> Annual Appeal (\$40,000 Goal) 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.	Discuss	Lisa Sierk	15 m
<b>B.</b> Special Events & Sponsorship Opportunities Review key events with sponsorship components: Awards Banquet / Trivia Night (March) Encore Showcase (April) Walk-a-thon (May)	FYI		15 m
<b>IV. Committee discussion:</b> Volunteer leadership Sponsorship targets and prospect identification Event timelines and committees			<b>6:02 PM</b>
<b>A.</b> Next Steps & Upcoming Deadlines Confirm next meeting date and focus	Discuss	Lisa Sierk	5 m
<b>V. Closing Items</b>			<b>6:07 PM</b>
<b>A.</b> 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.