

Research Triangle High School

## RTHS Development Committee Meeting

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### Date and Time

Friday September 12, 2025 at 12:00 PM EDT

### Location

<https://duke.zoom.us/j/4971531928>

Passcode: 135790

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The RTHS Development Committee meets on the second Friday of each month except in July and December. Meetings are held virtually.

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>12:00 PM</b>
Opening Items			
<b>A.</b> Record Attendance		Dina Requena	2 m
<b>B.</b> Call the Meeting to Order		Dina Requena	2 m
<b>II. Committee Business</b>			<b>12:04 PM</b>
<b>A.</b> Items for Discussion	Discuss	Dina Requena	50 m

	Purpose	Presenter	Time
1. Information to guide Committee decision-making and planning			
	<ul style="list-style-type: none"><li>• Current RTHS development infrastructure (<i>database, data collection, communications, follow-up, etc.</i>)</li><li>• Status of school-based annual fundraising events (<i>calendar, fundraising results</i>)</li></ul>		
2. Follow-up from August Committee discussion and next steps			
3. Information/requests to be shared during the September Board of Directors meeting			
4. September 23rd Annual Board Retreat			
III. Closing Items			12:54 PM
A. Adjourn Meeting	Vote	Dina Requena	3 m

# Coversheet

## Items for Discussion

<b>Section:</b>	II. Committee Business
<b>Item:</b>	A. Items for Discussion
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	
<b>Related Material:</b>	Raptoberfest Sponsorship Tiers, 9-12-2025.pdf RTHS Three-Year Development Infrastructure Plan, 9-12-2025.pdf RTHS Fundraising Strategy Sessions, 9-12-2025.pdf RTHS Fundraising YOY FY13-FY24, 2-2025.pdf



# Raptoberfest 2025

Monday, October 27 – Saturday, November 1

**Raptoberfest** is a brand new event our school, filled with themed spirit days, community-building activities, and a festive carnival that brings together students, families, staff, and neighbors. By becoming a sponsor, you're not just supporting a single event—you're **investing in opportunities that strengthen student involvement, leadership, and school spirit.**

## Sponsorship Tiers

### SCHOOL FALL DECOR SPONSOR | \$1,500 (1 SPOT REMAINS)

- **3' x 16"** banner displayed beside the school front doors with **business logo or family name** as school fall decor sponsor.
- 5 pop-up signs, placed among decor displays, thanking your business or family as the school fall decor sponsor.
- **Top recognition with website linking in school-wide messaging** about the Raptoberfest activities and carnival.
- Opportunity for **double-booth space** at the carnival to hand out promotional materials, giveaways, or **sell your products.**
- **Verbal recognition** during carnival announcements.
- Four tickets to Raptor Repertory's *A Midsummer Night's Dream* (Dec. 11-14, 2025)

### CARNIVAL PRESENTING SPONSOR | \$1,000 (1 SPOT REMAINS)

- **Naming rights**, to be displayed as "Raptoberfest 2025 presented by *Business Name or Family Name*" with logo on all print and digital media.
- **Dedicated, prominent, and large business logo or family name displayed at the carnival.**
- **Top recognition with website linking in school-wide messaging** about the Raptoberfest activities and carnival.
- Opportunity for **double-booth space** at the carnival to hand out promotional materials, giveaways, or **sell your products.**
- **Verbal recognition** during carnival announcements.
- Four tickets to Raptor Repertory's *A Midsummer Night's Dream* (Dec. 11-14, 2025)

### PARTNER | \$500 (10 SPOTS REMAIN)

- **Dedicated, prominent, and large business logo or family name displayed at the carnival.**
- **Recognition with website linking in school-wide messaging** about the Raptoberfest activities and carnival.
- Opportunity for **booth space** at the carnival to hand out promotional materials, giveaways, or **sell your products.**
- **Verbal recognition** during carnival announcements.

### GIVER | \$250 (2 SPOTS REMAIN)

- **Business logo or family name included as the sponsor for any of the following activities:**  
Haunted Hallway Challenge or Chili Cook-Off
- **Business logo or family name displayed** as a Giver level sponsor at the carnival.
- **Dedicated social media spotlight post** tagging your business or family.
- Option to provide promotional materials or giveaways at the carnival.

### FRIEND | \$100 (7 SPOTS REMAIN)

- **Business or family name listed as the sponsor for any of the following activities:** Make Your Own Trail Mix Bar, Hot Cider Bar, Pumpkin Chunkin' Challenge, Cookie Decorating, Pumpkin Decorating Contest, Mini Muffins & Donut Holes, or You've Been Boo'd Candy Grams.
- **Business or family name displayed** as a Friend level sponsor **at carnival.**
- **Social media thank you post** with other Friend level sponsors.

# RTHS Three-Year Development Infrastructure Plan

## Year 1: Foundation & Relationship Building

**Focus:** Establish systems, strengthen community trust, and build awareness.

### 1. Community Engagement & Relationship Building

- Host *listening sessions* with parents, alumni, local businesses, and civic leaders to gather input on the vision for the new building/gym.
- Form a **Capital Campaign Committee** made up of parents, alumni, staff, and community partners.
- Identify and engage *key influencers* (past donors, city leaders, faith leaders, local athletes, business owners).

### 2. Fundraising Goals & Activities

- Set a modest goal (e.g., \$150,000–\$250,000) to cover campaign start-up costs and demonstrate early momentum.
- Launch a **“Friends of RTHS Fund”** for unrestricted gifts to build donor confidence.
- Host a **signature annual event** (e.g., gala, 5K, community festival) to raise funds and increase visibility.
- Apply for at least 5–7 **foundation or corporate grants** related to youth development, athletics, or education.

### 3. Infrastructure & Systems

- Purchase or set up a **donor management system** (CRM) for tracking gifts, pledges, and correspondence.
- Develop a **case for support** (print and digital) outlining the vision, student impact, and giving opportunities.
- Establish a consistent **donor stewardship plan** (thank-you calls, quarterly updates, impact newsletters).

#### 4. Data Collection & Correspondence

- Build a comprehensive **donor and prospect database** (parents, alumni, local businesses, grantmakers).
  - Track *participation metrics*: number of donors, average gift size, event attendance, volunteer engagement.
  - Send quarterly e-newsletters updating stakeholders on campaign progress and school achievements.
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### Year 2: Campaign Launch & Expansion

**Focus:** Move from cultivation to active solicitation; expand fundraising reach.

#### 1. Community Engagement & Relationship Building

- Conduct *private meetings* with top prospects (alumni, local philanthropists, major business leaders).
- Create an **Alumni Giving Society** with recognition levels (e.g., \$1,000+, \$5,000+, \$25,000+).
- Develop student ambassadors to share their stories at events and in campaign materials.

#### 2. Fundraising Goals & Activities

- Increase annual fundraising target (e.g., \$500,000–\$750,000).
- Launch a **public capital campaign** with a theme (e.g., “*Building Our Future Together*”).
- Secure **lead gifts** (major pledges from 10–20 key donors to cover at least 40% of goal).
- Host a **matching gift challenge** to encourage broad community participation.
- Apply for **naming rights sponsorships** (e.g., local bank for gym, alumni family for classrooms).

#### 3. Infrastructure & Systems

- Create a **Campaign Dashboard** with monthly progress updates for leadership and committee members.
- Implement a **donor recognition plan** (donor wall, social media spotlights, special receptions).
- Train staff and volunteers in **fundraising best practices** and donor stewardship.

#### 4. Data Collection & Correspondence

- Track major gifts pipeline, conversion rates, and donor retention.
- Continue quarterly impact reports; add *donor spotlights* and *student testimonials*.
- Host **annual donor appreciation event** (student performances, sneak peeks of project plans).

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### Year 3: Momentum & Project Completion

**Focus:** Maximize giving, celebrate progress, and transition into long-term sustainability.

#### 1. Community Engagement & Relationship Building

- Host *groundbreaking ceremony* with media coverage to celebrate milestones.
- Deepen partnerships with local businesses (discount programs, sponsorship banners in gym, etc.).
- Engage students and families in a **“Brick by Brick Campaign”** where community members can sponsor bricks, seats, or lockers.

#### 2. Fundraising Goals & Activities

- Push toward final campaign goal (e.g., \$1.5M–\$2M cumulative).
- Secure remaining **major gifts** through personal solicitation.
- Continue annual signature event(s) with higher sponsorship tiers.

- Explore **state/federal funding** or partnerships for athletic facilities.

### 3. Infrastructure & Systems

- Document the campaign process to serve as a model for future initiatives.
- Establish a **permanent development office** (staffed or volunteer-based) to manage ongoing donor relations.
- Set up an **endowment or maintenance fund** to ensure the long-term care of the new facility.

### 4. Data Collection & Correspondence

- Publish an **annual impact report** with donor lists, financial transparency, and student success stories.
  - Track donor retention and upgrade rates to measure campaign health.
  - Provide **naming/recognition ceremonies** for major donors and organizations.
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### ✅ Outcomes by End of Year 3:

- Fully funded or nearly funded capital project.
- Expanded donor base with strong alumni and community engagement.
- Established systems for donor tracking, communication, and stewardship.
- A culture of philanthropy embedded in the school community.



# Development/Fundraising at RTHS



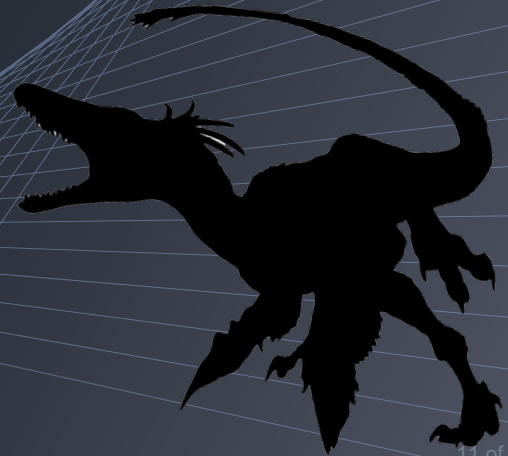
# Mission

To increase access to a globally competitive STEM education for students and teachers across NC by incubating, proving and scaling innovative models of teaching and learning.

# Vision

To provide the tools and develop the capacity for students to intentionally determine their futures.

# What is our current Fundraising Reality?



**01** Community Members

**02** Structures

**03** Resources

**04** Optimization

# Community Members

- PTSO(does their own fundraising to support student and teacher initiatives)
- Athletic Boosters(used in the past but not in recent years)
- Robotics Club(does their own fundraising and has donors that donate specifically to the team)
- Board Development Committee

# Current Active Databases

- RTHS Alumni-data collection is ongoing currently via Google Form
- RTP Business Directory-we have the directory and made initial contact with businesses at the close of last year.

# Structures for Fundraising

## Current

- RTHS has a number of very active and successful clubs
- Fundraising activities for RTHS Clubs are not coordinated
- Parents and Partners are being solicited by multiple organizations

## Opportunity

- Some fundraising activities would benefit from coordination.  
Examples include:
  - Raptor Fund requests could include funds for clubs
  - Fundraising with corporations could benefit from consolidated volunteer hours for grants
  - Consolidated giving page on school website
- Understanding the needs of organizations can result in common purpose and coordinated efforts
  - Transportation
  - Facilities
  - etc

# Resources

## Over-Utilized

- Parents
- Students
- Teachers

## Opportunity for Improvement

- RTP Companies
- Community Partners
- RTHS Board
- Connections within RTHS community



# Optimization

What can we do as a community to better support giving at both the school and individual organization level?

# Information Sharing

Which teams/clubs/organizations raise funding? ☆

What are their processes for raising funding?

Are there consistent fundraisers every year? ☆

Who are the main targets for the team/club/organization? The main givers?

How much money is raised during an average year?

Does this amount allow you to do all of the activities you want to do with students?

What are your biggest unmet need(s)



# Development Infrastructure Plan

## **RTHS Fundraising Amounts Year Over Year**

**\*\*Note: The budgets from previous years only show the amount at the end of the fiscal year. There is no additional breakdown/donor information.\*\***

<b>Year</b>	<b>Amount Received</b>	<b>Notes</b>
<b>FY 13</b>	<b>\$18, 777</b>	
<b>FY 14</b>	<b>\$36,655</b>	
<b>FY 15</b>	<b>\$54,099</b>	
<b>FY 16</b>	<b>\$140,754</b>	
<b>FY 17</b>	<b>\$77,946</b>	
<b>FY 18</b>	<b>\$45,227</b>	
<b>FY 19</b>	<b>\$73,175</b>	
<b>FY 20</b>	<b>\$54,411</b>	
<b>FY 21</b>	<b>\$91,054</b>	
<b>FY 22</b>	<b>\$47,921</b>	
<b>FY 23</b>	<b>\$21,622</b>	
<b>FY 24</b>	<b>\$13,350</b>	
<b>FY 25</b>	<b>\$19,038</b>	