



Research Triangle High School

## RTHS Development Committee Meeting

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### Date and Time

Friday October 10, 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>
<b>A.</b> Record Attendance		Dina Requena	2 m
<b>B.</b> Call the Meeting to Order		Dina Requena	2 m
<b>II. Old Business</b>			<b>12:04 PM</b>
<b>A.</b> Review Draft Donor Communications Plan	Discuss	Akiba Griffin	8 m
• High level feedback for discussion			

	Purpose	Presenter	Time
<b>B.</b> Giving Tuesday Campaign updates	Discuss	Angelina Soulashinh	12 m
<ul style="list-style-type: none"><li>• Campaign video progress</li><li>• Donation infrastructure, including how to facilitate corporate matching funds</li><li>• "Where are they now?" social posts</li><li>• Roles and Responsibilities</li></ul>			
<b>III. New Business</b>			<b>12:24 PM</b>
<b>A.</b> Discuss Spring Semester Donor Recognition Event	Discuss		5 m
<b>B.</b> 2025-26 Committee Goals and Priorities	Discuss	Julian Berla	25 m
<ul style="list-style-type: none"><li>• What are the most significant actions your committee can take to help achieve the Board's goals and priorities in 2025-26?</li><li>• How will you measure progress and embed these goals and priorities into your committee meetings?</li></ul>			
<b>IV. Closing Items</b>			<b>12:54 PM</b>
<b>A.</b> Adjourn Meeting	Vote	Dina Requena	3 m

# Coversheet

## Review Draft Donor Communications Plan

<b>Section:</b>	II. Old Business
<b>Item:</b>	A. Review Draft Donor Communications Plan
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	
<b>Related Material:</b>	RTHS Development Communications Plan.pdf

# Research Triangle High School Development & Donor Communications Plan

## 1. Purpose & Goals

- Build and strengthen relationships with community members, alumni, and potential donors.
- Create consistent, professional, and mission-driven messaging from the administrative team.
- Increase annual giving and long-term sustainability for school initiatives.
- Ensure transparency and accountability in how donor funds are used.

## 2. Audiences

- **Internal:** Administrative team, development/fundraising committee, board members, staff.
- **External:** Parents, alumni, local businesses, civic leaders, community organizations, foundations, major donors.

## 3. Messaging Pillars

- **Mission-driven:** Connect every ask to the school's mission and student success.
- **Impact-focused:** Show how donations directly benefit students and programs.
- **Relationship-based:** Value long-term partnerships, not just transactions.
- **Transparent & accountable:** Provide updates on how funds are used and outcomes achieved.

## 4. Roles & Responsibilities

- **Chief School Officer:** Visionary spokesperson; delivers high-level updates and gratitude.
- **Assistant Principal/Director of Student Engagement:** Provide program-specific stories (academics, student life, athletics, etc.).
- **Development/Fundraising Lead:** Coordinates campaigns, manages donor records, drafts appeals.
- **Board/Advisory Members:** Serve as ambassadors, making introductions and giving testimonials.

## 5. Communication Channels

- **Email newsletters** (monthly or bi-monthly) – updates, impact stories, donor spotlights.
- **Social media** – student achievements, campaign milestones, event promotions.
- **Website** – dedicated development page with giving options, annual reports, donor recognition.
- **Print materials** – brochures, flyers, postcards for campaigns and events.
- **Events** – donor receptions, school tours, annual gala, community forums.
- **Personal outreach** – phone calls, handwritten thank-you notes, coffee meetings.

## 6. Communication Cadence

Timing	Activity	Owner
Weekly	Social media posts highlighting student success, donor impact	Admin team + comms lead
Monthly	E-newsletter with updates, donor spotlight, upcoming opportunities	Development lead
Quarterly	Principal letter/update to donors (progress, gratitude)	Chief School Officer
Semester	Impact report (how funds supported programs, student stories)	Development lead
Annually	Annual Report + Donor Recognition Event	Admin team + board

## 7. Donor Lifecycle Strategy

1. **Identification** – Gather leads from alumni, parent networks, businesses.
2. **Cultivation** – Invite to events, share stories, provide behind-the-scenes school updates.
3. **Solicitation** – Strategic asks (annual fund, specific campaigns, major gifts).
4. **Stewardship** – Thank personally, highlight impact, maintain engagement year-round.

## 8. Sample Communications Flow

- **Fall:** Back-to-school campaign kickoff, welcome message from principal.
- **Winter:** Year-end giving campaign, donor appreciation spotlights.
- **Spring:** Gala/fundraising event, mid-year impact report.
- **Summer:** Community BBQ or informal appreciation event, annual report release.

## 9. Tracking & Evaluation

- Use a donor database (or spreadsheet if starting small) to track interactions, giving history, preferences.
- Review communications quarterly for consistency, engagement, and donor feedback.
- Adjust strategy annually based on fundraising outcomes and donor response.

## Sample Donor Communications Templates

### 1. Thank-You Email (After a Donation)

**Subject:** Thank You for Investing in Our Students' Success

Dear [Donor Name],

On behalf of the entire RTHS community, thank you for your generous gift of [amount/gift type]. Your support directly impacts our students by [specific impact — e.g., funding new technology, expanding academic programs, or enhancing extracurricular opportunities].

Every contribution strengthens our mission to provide an excellent and supportive learning environment for all students. Because of you, our students can dream bigger and achieve more.

We look forward to sharing stories of how your generosity is making a difference throughout the year. Thank you for believing in our school and our future leaders.

With gratitude,  
Ms. Griffin  
Chief School Officer

## **2. Donor Update (Quarterly Progress Report)**

**Subject:** Your Support in Action at RTHS

Dear [Donor Name],

We're excited to share some highlights from this quarter at RTHS! Thanks to your continued support:

- [Insert specific achievement: e.g., 95% of seniors are on track for graduation.]
- [Insert story: e.g., Our robotics team, supported by donations, recently competed at regionals.]
- [Insert impact: e.g., We expanded after-school tutoring to reach 75 additional students.]

Your generosity makes stories like these possible. As we look ahead, we are eager to continue growing opportunities for our students. We'll keep you updated on the progress you help create.

Thank you for standing with us in our mission.

Warmly,  
Ms. Griffin  
Chief School Officer

## **3. Event Invitation (Fundraiser or Donor Reception)**

**Subject:** You're Invited: Celebrate and Support RTHD

Dear [Donor Name],

We are thrilled to invite you to join us for our upcoming [event name] on [date] at [location]. This special evening will bring together parents, alumni, community partners, and friends to celebrate our students and raise support for [specific initiative].

Highlights will include:

- Student performances and showcases
- Updates from school leadership
- Opportunities to connect with other supporters
- [Any special feature: guest speaker, auction, etc.]

Your presence would mean so much to us, and your continued partnership ensures our students have access to the very best educational opportunities.

👉 RSVP by [date] at [link or contact info].

We hope to see you there!

Gratefully,  
Ms. Griffin and the RTHS Administrative Team

#### **4. Handwritten Thank-You Note ( Personal Touch)**

*Dear [Donor Name],*

*Thank you for your incredible generosity and support of RTHS. Because of you, our students are experiencing opportunities that would not be possible otherwise. We are so grateful to count you as part of our school family.*

*With appreciation,  
Ms. Griffin*



# Coversheet

## 2025-26 Committee Goals and Priorities

<b>Section:</b>	III. New Business
<b>Item:</b>	B. 2025-26 Committee Goals and Priorities
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	
<b>Related Material:</b>	2025 Board Goals Notes and Planning.pdf

## Board Goals and Priorities

**RTHS Vision:** To provide the tools and develop the capacity for students to intentionally determine their futures.

**RTHS Mission:** To increase access to globally competitive Science, Technology, Engineering, and Math (STEM) education for students and teachers across North Carolina, by incubating, proving and scaling innovative models of teaching and learning.

3- to 5-Years	2025-26
<p><b>What is our long-term vision for RTHS?</b></p> <p><b>What are the 3–5 strategic priorities that will get us closest to our long-term vision?</b></p>	<p><b>If we could focus on only one thing, what would have the most significant impact on our mission and metrics?</b></p> <p><b>What capabilities must the Board and school have to achieve its mission and goals?</b></p> <p><b>What is the greatest challenge we need to address to achieve our goals?</b></p>
<p>Facility expansion, including general purpose space, lab space, robotics, athletic facilities, while staying true to the values and mission of RTHS</p> <p>Support innovation and entrepreneurship</p> <p>Increase student enrollment, while maintaining a small school environment</p> <p>Intentional community partnerships to support mission, including internships, facility needs, development, opportunities for growth for students who may not have access, career opportunities, etc.</p> <p>STEM instruction beyond typical offerings; additional STEM extracurricular offerings beyond robotics</p> <p>Intentional focus on preparing students for life beyond RTHS</p> <p>Effective, innovative models of instruction for all students</p> <p>Support and retain high quality educators as measured through the TWC Survey and other</p>	<p>Support and retain teachers:</p> <ul style="list-style-type: none"> <li>- Increase communication and engagement in decision-making</li> <li>- Annual survey?</li> <li>- Define goals and metrics (ex. PD)</li> </ul> <p>Expansion/Development</p> <ul style="list-style-type: none"> <li>- Ongoing fundraising programs and processes</li> <li>- Defining Board expectations for development (draft policy)</li> </ul> <p>Partnerships</p> <ul style="list-style-type: none"> <li>- Plan for community engagement</li> </ul> <p>Governance</p> <ul style="list-style-type: none"> <li>- Succession planning</li> </ul> <p>Equity</p> <ul style="list-style-type: none"> <li>- Student and teacher input</li> <li>- Instructional strategies</li> <li>- Data</li> <li>- Academic growth and performance, particularly in STEM</li> </ul> <p>Define metrics (and ways to track and communicate them; dashboards?)</p>

<p>metrics; community partnerships to support educators</p> <p><i>*Select goals and priorities that align to vision and mission</i></p>	<p>Identify responsible parties</p> <p>Development – tool kit</p> <p>Governance – new member partners</p>
<b>Implementation</b>	
<b>How will we measure our progress?</b>	
<b>How will we embed these goals and priorities into our Board meetings?</b>	
<b>Other Considerations and/or Needs</b>	
<i>(ex., Board role, data, finances, additional information)</i>	

2025-26 Committee Goals and Priorities

- What are the most significant actions your committee can take to help achieve the Board’s goals and priorities in 2025-26?
- How will you measure progress and embed these goals and priorities into your committee meetings?

Academic Excellence	
2025-26	
Considerations	Needs

Development	
2025-26	
Considerations	Needs

Finance	
2025-26	
Considerations	Needs

Governance	
2025-26	
Considerations	Needs