

APPROVED



Rooted School - Washington

Minutes

Rooted School Finance / Fund Development Committee Meeting

Date and Time

Tuesday April 23, 2024 at 4:30 PM

Location

10401 NE Fourth Plain Blvd
Vancouver, WA 98662

Committee Members Present

S. Carney

Committee Members Absent

A. Mason, B. Kiolbasa, T. Foster, T. Knox

I. Opening Items

- A. Record Attendance**
- B. Call the Meeting to Order**
- C. Approve Minutes**

II. Finance / Fund Development**A. RSV Finance Update**

- We are in good standing and under budget.

B. RSV Fundraising Update

- **BINGO NIGHT Contributions:**
 - Received contributions for family engagement piece.
 - Basket donation from Umpqua Bank.
- **Port of Vancouver:**
 - Meeting scheduled to discuss sponsorship and internship pathways.
- **Umpqua Bank:**
 - Ongoing discussion regarding support and sponsorship.
- **Rotary Club of Vancouver:**
 - Significant interest in the school's mission and vision among business leaders and the Chamber of Commerce.
 - Potential partnership to present to the Rotary Club.
- **Routine Funding Ask:**
 - Discussion on developing a routine funding ask strategy.
 - Plan to generate a list with Friends of Rooted for newsletter distribution.
- **CRM and Donation Tracking:**
 - Exploring potential CRM solutions to track donations.
 - Automating communication with donors.
- **Contracting External Expertise:**
 - Consideration of external expertise to manage fund development aspects.
- **Parental Engagement:**
 - Weekly newsletter for parents to keep them informed.
 - Utilizing the mass email list in Squarespace for broader communication.
- **Fundraising Events:**
 - Upcoming events with Mod Pizza and Ridgefield River Cats.
 - Distribution of email blasts and follow-up with partners.
- **Strategic Outreach:**
 - Developing a list of potential \$1K+ donors.
 - Strategic planning for identifying and engaging high-capacity donors.
- **Donor Model Product (I360):**
 - Discussion on utilizing donor model products to target donor profiles geographically.

C. RSV Fund Development Plan

- **Newsletter:**
 - Taina to draft a regular donor component and add a donor link.
 - Steven and Sandra to update with existing communications.
- **Individual Donor Cultivation:**

- Tyrone to define compelling reasons and selling points for industry-based certifications.
- Discussion on hosting a sponsored event and identifying suitable locations.
- Outreach plan to potential individual donors.
- **Local Giving Goal:**
 - Aiming to close a \$30k local giving gap by the end of August.
 - Exploring upcoming local grants and strategies to achieve this goal.

Next Steps:

- Taina to draft and share the newsletter.
- Tyrone to refine strategies for individual donor cultivation.
- Identify potential event locations and reach out to Adrienne and Sheila.
- Plan strategic outreach to high-capacity donors and utilize donor model products.

III. Closing Items

A. Action Items

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:58 PM.

Respectfully Submitted,
A. Mason