

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