



## Navigator Schools

### Special Board Meeting

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#### Date and Time

Monday August 11, 2025 at 5:00 PM PDT

#### Location

<https://navigatorschools.zoom.us/j/99575604001>

Meeting ID: 995 7560 4001

Passcode: 776993

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**Date and Time:** Monday, August 11, 2025 - 5:00 P.M. to 6:00 P.M.

This meeting will be held in compliance with the Brown Act.

Members of the public who wish to access this board meeting online may do so via Zoom at <https://zoom.us/join> or via telephone by calling [\(669\) 900-6833](tel:6699006833) or [\(669\) 444-9171](tel:6694449171).

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#### Teleconference Locations / Ubicaciones de Teleconferencias

1. Hayward Collegiate Charter School, 166 West Harder Road, Hayward, CA 94544
  2. Hollister Prep School, 881 Line Street, Hollister CA 95020
  3. Watsonville Prep School, 407 Main Street, Watsonville, CA 95076
  4. Gilroy Prep School, 277 I.O.O.F. Ave, Gilroy, CA 95020 (Santa Clara County)
  5. 5357 Federation Court, San Jose, CA 95123 (Santa Clara County)
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6. 3410 Moraga Boulevard, Lafayette, CA 94549

7. 857 W Cove Way, Sacramento, CA 95831

Members of the public attending online who wish to comment during the board meeting will use the online “raise hand” tool in Zoom when the chairperson elicits public comments. Members of the public planning to attend by phone are requested to confirm their intent to comment up to one hour prior to the meeting via [e-mail](#).

Individual comments will be limited to three minutes. If an interpreter is needed, comments will be translated into English and the time limit shall be six minutes. At its discretion, the board may limit the total time allotted to public comments and set new time limits for individual comments. The board reserves the right to mute and remove a participant from the meeting if the participant unreasonably disrupts the meeting.

Requests for disability-related modifications or accommodations to participate in this public meeting should be submitted forty-eight hours prior to the meeting via [e-mail](#). All efforts will be made for reasonable accommodations. The agenda and public documents will be modified upon request as required by Section 202 of the Americans with Disabilities Act.

Esta reunión se llevará a cabo de conformidad con la Brown Act.

Los miembros del público que deseen acceder a esta reunión del consejo pueden hacerlo en línea en <https://zoom.us/join> o por teléfono llamando al [\(669\) 900-6833](tel:(669)900-6833) o al [\(669\) 444-9171](tel:(669)444-9171).

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Los comentarios públicos se limitarán a tres minutos. Si se necesita un intérprete, los comentarios se traducirán al inglés y el límite de tiempo será de seis minutos. A su discreción, la mesa directiva puede limitar el tiempo total asignado a los comentarios del público y establecer nuevos límites de tiempo para los comentarios individuales. La mesa directiva se reserva el derecho de expulsar a un participante de la reunión si éste interrumpe injustificadamente la reunión.

Las solicitudes de modificaciones o adaptaciones relacionadas con una discapacidad para participar en esta reunión pública deberán presentarse cuarenta y ocho horas antes de la reunión por [correo electrónico](#). Se hará todo lo posible por realizar adaptaciones razonables. El orden del día y los documentos públicos se modificarán si se solicita, tal y como exige el artículo 202 de la Ley de Estadounidenses con Discapacidades.

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## Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>5:00 PM</b>
<b>A.</b> Record Attendance		Board Chair	1 m
The Board Chair will record attendance and establish a quorum via roll call.			
<b>B.</b> Call the Meeting to Order		Board Chair	1 m
The Board Chair will call the meeting to order.			
<b>C.</b> Opening Remarks of the Board Chair		Nora Crivello	3 m
Nora Crivello, Board Chair, will provide opening remarks.			
<b>D.</b> CEO & Superintendent Update		Caprice Young	3 m
Dr. Caprice Young, Chief Executive Officer & Superintendent, will provide opening remarks.			
<b>E.</b> Public Comments		Board Chair	3 m
The board will receive public comments regarding non-agenda items, if any, following expectations and time limits reviewed by the Board Chair.			
<b>II. Advocacy in Action</b>			<b>5:11 PM</b>
<b>A.</b> Advocacy in Action: Empowering Our Board to Lead, Connect, and Champion Navigator	Discuss	Shun Dorsey	48 m
Shun Dorsey, Development Officer, will lead a discussion focused on strengthening the board's role as mission-driven advocates for Navigator Schools.			
<b>III. Closing Items</b>			<b>5:59 PM</b>
<b>A.</b> Adjourn Meeting	Vote	Board Chair	1 m
Board members will vote on adjournment of the meeting. Votes will be recorded via roll call.			
Proposed Motion: Adjourn			

## Coversheet

### Advocacy in Action: Empowering Our Board to Lead, Connect, and Champion Navigator

<b>Section:</b>	II. Advocacy in Action
<b>Item:</b>	A. Advocacy in Action: Empowering Our Board to Lead, Connect, and Champion Navigator
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	
<b>Related Material:</b>	Board Advocacy Playbook.pdf Board Advocacy Workshop.pdf



## **Navigator Schools**

### **Board Advocacy Playbook**

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***Empowering Board Members to Champion Our Mission***

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***Prepared by:***  
*Development Team*

***Version:*** August 2025

***Contact:*** [shun.dorsey@navigatorschools.org](mailto:shun.dorsey@navigatorschools.org)

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*"You don't have to ask for money to be a powerful advocate.  
Your voice, presence, and story open the door."*

## ***Table of Contents***

1. Introduction: What This Playbook Is—and Isn't
2. Understanding Your Role as a Board Advocate
3. Core Messaging—How to Talk About Navigator
4. Sharing Your “Why”
5. Making Warm Introductions
6. Talking About the Navigator Scholars Enrichment Fund (NSEF)
7. Easy Wins for Board Engagement
8. Leading or Attending a School Visit
9. Board Advocacy FAQs
10. Preparing for the Advocacy Workshop
11. Final Thoughts
12. Appendix: Tools for Board Advocates

## Introduction: What This Playbook Is—and Isn’t

This playbook is your roadmap for becoming an effective advocate for Navigator Schools. It’s not about turning every board member into a fundraiser, it’s about empowering you to speak confidently about our work, open doors to new opportunities, and strengthen relationships that support our mission.

You don’t need to ask for money to make an impact. You just need to show up, share your story, and help us connect with people who believe in educational equity.

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## Part 1: Understanding Your Role as a Board Advocate

As a board member, your greatest asset is your voice. Your perspective, your network, and your personal connection to our mission are powerful tools.

### You are...

- A *storyteller* who brings our mission to life through lived experience.
- A *connector* who introduces prospective supporters to our team.
- A *strategist* who helps us think about the long game.
- A *steward* who strengthens relationships through presence, follow-up, and encouragement.

### The Difference Between Advocacy and Fundraising

Many board members shy away from fundraising because they associate it with asking for money. Advocacy is broader than that, it’s about creating the conditions for giving.

### Advocacy vs. Fundraising: Know the Difference

Advocacy	Fundraising
Share your personal story	Ask for donations
Make warm introductions	Close a financial gift
Host/attend a school visit	Steward and cultivate donors
Promote Navigator’s mission	Manage donation logistics

## Part 2: Core Messaging — How to Talk About Navigator

### Mission Statement

Navigator's mission is to equip students to be learners and leaders in high school, college, and beyond. We develop top-tier teams of educators who continuously improve and innovate schools that deliver phenomenal outcomes for all students, regardless of their circumstances.

### Sharing Navigator in Your Own Words

When you talk about Navigator, it doesn't have to sound scripted—focus on being genuine and sharing why the work matters to you. Here are a few prompts to guide your conversation:

- I serve on the board of Navigator because...
- Navigator matters to me because...
- One story that stuck with me is...
- I'd love to connect you with...

### Key Impact Highlights *(helpful for adding context)*

- Serving 1,900+ students across four public charter schools
  - Over 700 graduates since 2011
  - Students outperform state averages by 28–29% in Math and ELA
  - 90%+ teacher retention rate
  - Launch of the Navigator Scholars Enrichment Fund (NSEF) to expand access to enrichment, wellness, and basic supports
- 

## Part 3: Sharing Your "Why"

The most compelling messages come from the heart. That's why your personal story matters.

### Think about:

- What made you say yes to being a board member?
- What's one student, teacher, or program moment that made an impression on you?
- How do you explain Navigator to someone who's never heard of us?

We've included a [worksheet here](#) to help you develop your pitch. Use it before the workshop to draft your narrative, then bring it for feedback and practice.

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## Part 4: Making Warm Introductions

One of the most valuable ways you can support development is by simply introducing us to people who care about kids, education, equity, or community impact.

### Here's how:

- Listen for cues (“I wish I could do more,” “I love what you’re doing,” “I want to get involved.”)
- Offer an intro: “I’d love for you to meet the Development Team at Navigator—they can share more.”
- Loop us in. We’ll manage scheduling, follow-up, and stewardship.

You don’t need to pitch. You just need to connect the dots.

We’ll practice how this sounds in real life during our live workshop.

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## Part 5: Talking About the Navigator Scholars Enrichment Fund (NSEF)

The NSEF is our signature effort to ensure students have access to enrichment, wellness, transportation, and essential supplies.

### NSEF At a Glance

- Supports afterschool programs, STEM clubs, and maker spaces
- Funds meals, hygiene supplies, and field trips
- Prioritizes multilingual learners and low-income families
- Provides donors with tangible impact metrics

At the workshop, we’ll help you match NSEF priorities to potential donor interests (e.g., businesses that support STEM, individuals focused on food insecurity, etc.)

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## Part 6: Easy Wins for Board Engagement

Even small actions go a long way. Here's what meaningful support can look like:

- Sharing Navigator's social media content
- Writing 2–3 thank-you notes to donors each year
- Joining a school tour and bringing a guest
- Attending a donor event or breakfast
- Sending an encouraging note to a teacher or staff member

We'll talk more about which of these feel right for your personality and schedule.

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## Part 7: Leading or Attending a School Visit

A school visit is one of the most effective ways to deepen connection with our mission.

### Tips for a Strong Visit:

- Be present and listen first
- Ask students and staff about their experience
- Share a personal observation or moment
- Thank the school leader and team afterward

Your presence signals commitment and that matters to potential supporters.

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## Part 8: Board Advocacy FAQs

### Q: Do I need to talk about money?

A: Not unless you want to. Your role is to tell the story and connect us with others. The Development Team handles the funding ask.

### Q: What if someone asks a question I don't know the answer to?

A: That's okay! Just say, "Great question—let me connect you to someone who can answer that."

### Q: How do I invite someone to a tour?

A: Use our online form, or email the Development Team. We'll coordinate everything.

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## **Part 9: Preparing for the Advocacy Workshop**

### **What to Bring:**

- A draft of your personal pitch
- One story or success that inspires you
- A list of 1–2 people you could introduce to Navigator

### **What to Expect:**

- Real-world practice: elevator pitches, scenarios, and intro scripts
  - Peer and staff feedback
  - Clarity on how your voice can open doors
- 

## **Final Thoughts**

You are a vital part of the Navigator story. Advocacy is about relationships and your authenticity, presence, and enthusiasm go further than you think.

Whether you're bringing a guest to a school visit, writing a thank-you note, or simply sharing why you serve, your engagement builds the foundation for a stronger, more connected Navigator community.

## Appendix: Tools for Board Advocates

Use these tools to support your efforts and confidence as a Navigator advocate. These resources are designed to make engagement approachable, meaningful, and aligned with your own style.

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### 1. Pitch Builder: “Why I Serve”

Help craft a simple, authentic elevator pitch using prompts like:

- “I serve on the board of Navigator Schools because...”
- “Navigator matters to me because...”
- “One story that stuck with me is...”
- “When I talk about Navigator, I want people to know...”

#### Sample Pitch:

“I serve on the board of Navigator Schools because I believe every student deserves access to exceptional public education. One story that stuck with me is how a middle schooler in Hayward joined our afterschool STEM program and now wants to be an engineer. That’s the kind of impact we make every day.”

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### 2. Key Talking Points for Board Members

Use these anytime you’re engaging with community members or potential supporters.

#### Mission:

Navigator Schools equips students to be learners and leaders in high school, college, and beyond by developing top-tier educators and delivering phenomenal academic outcomes.

#### Impact Highlights:

- 1,900+ students across four schools
- 700+ graduates since 2011
- 28–29% above state average in Math and ELA
- Over 90% teacher retention
- NSEF launched to close opportunity gaps

**NSEF Summary:**

The Navigator Scholars Enrichment Fund supports enrichment, wellness, afterschool programs, and essential needs

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### 3. Sample Scripts for Advocacy Moments

**Warm Introduction:**

“Hey [Name], I’d love to connect you with the team at Navigator Schools. I serve on the board, and I think you’d really appreciate their impact on education and equity. Would you be open to a quick intro call?”

**School Tour Invite:**

“We’re hosting a school tour next month and I’d love to bring you as my guest. It’s a great way to see the mission in action and hear directly from students and teachers.”

**Stewardship Follow-Up:**

“Thanks again for visiting Navigator Schools. If anything resonated or you’d like to stay involved, I’d be happy to connect you with our team.”

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### 4. School Tour Guidance Tool

**Before the Tour:**

- Coordinate a date with the Development Team
- Invite 1–3 amazing guests who care about equity or youth
- Confirm guest attendance and any special needs

**During the Tour:**

- Welcome guests and introduce them to school leaders
- Let students/teachers share their experiences
- Reinforce the mission and NSEF impact

**After the Tour:**

- Send a personalized thank-you
- Loop in the Development Team for follow-up
- Share guest insights and next steps



# Advocacy In Action:

## Strengthening Our Voice, Growing Our Impact

August 2025

# WELCOME

## 1. Welcome & Purpose

- Welcome, Goals, and Quick-Start Guide

## 2. Your Role as a Board Advocate

- Understanding Advocacy vs. Fundraising
- Key Messages & Personal Storytelling

## 3. Practical Advocacy Skills

- Elevator Pitch Practice
- Making Warm Introductions
- Roleplay Scenarios

## 4. Connecting Donors to Our Mission

- NSEF Talking Points
- Donor Match Activity

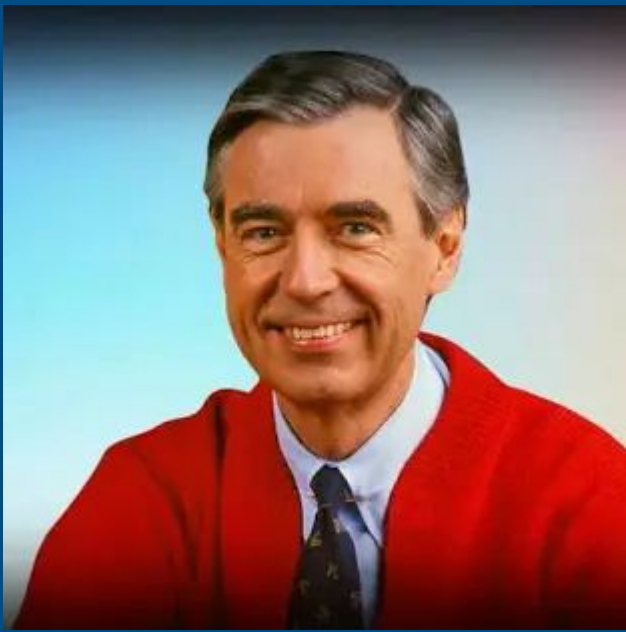
## 5. Simple Engagement Wins

- Easy Actions for Impact
- School Visits & Engagement Styles

## 6. Next Steps & Commitments

- FAQs & Preparing for the Next Workshop
- Closing Thoughts





*“The most important people in a child’s life are that child’s parents, coaches, and teachers. That means parents, coaches, and teachers are the most important people in the world.”*

~Mr. (Fred) Rogers



CULTURE  
OF EXCELLENCE

DATA DRIVEN  
INSTRUCTION

COACHING  
CONTINUOUS IMPROVEMENT

EQUITY  
MULTI-TIERED SUPPORTS

TECHNOLOGY  
FOR TOMORROW

*Navigator Schools equips students to become learners and leaders in high school, college, and beyond. We develop top-tier teams of educators who continuously improve and innovate schools that deliver phenomenal outcomes for all students, regardless of their circumstances.*

# Advocacy is about...

- Open doors, don't close gifts
- Build visibility, credibility, and connection
- Go beyond “the ask”
- Be a connector and champion



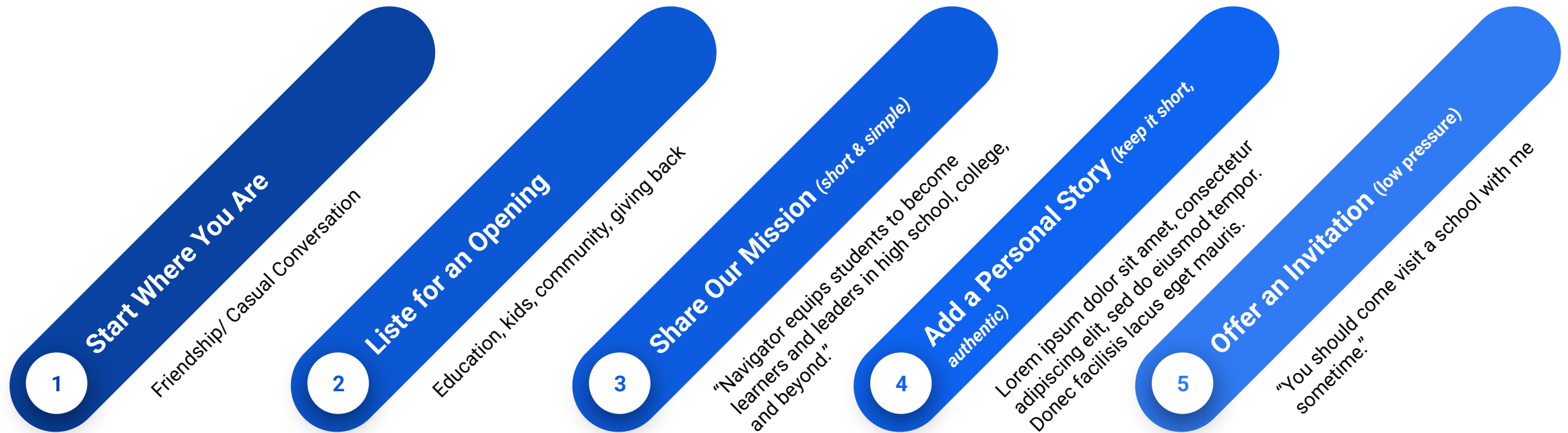
# Advocacy vs. Fundraising

Advocacy	Fundraising
Share your personal story	Ask for donations
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Host/attend a school visit	Steward and cultivate donors
Promote Navigator's mission	Manage donation logistics

Quick Share Activity!



# How to Talk About Navigator



# Crafting Your Navigator Story

## 1. Who We Are (Mission)

“Navigator equips students to become learners and leaders in high school, college, and beyond.”

## 2. Why It Matters (Impact)

“We deliver exceptional outcomes for all students, regardless of circumstance.”

## 3. Why I Care (Personal Connection)

“I got involved because...”

## 4. What's Possible (Vision)

“Together, we can...”

## 5. Invitation to Engage (Low-Pressure Ask)

“I'd love for you to see our schools in action.”



**“Stories are the single most powerful weapon in a leader’s arsenal.”**  
– Howard Gardner

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# Breakout Activity – Story Sharing Practice

**Goal:** Share why Navigator matters—in a natural conversation.

**In Your Groups:**

1. Pair up and have a casual conversation
2. One person asks: *“So tell me about Navigator.”*
3. Share your story using the Mission → Impact → Personal → Invitation flow
4. Switch roles

**Tips:**

- Keep it conversational
- Use your own words
- Focus on connection, not perfection



# Making Warm Introductions

## Your Role:

- Open the door, don't make the ask
- Listen for interest in education or giving back
- Connect them to our team

## How to Spot a Cue:

- "I've been looking to get more involved locally..."
- "Education is so important right now..."
- "I'd love to give back, I just don't know how."

## Next Step:

- Introduce them to our team—we'll take it from there



# Workshop Preview – Roleplay Scenarios

## Purpose:

- Practice responding in real-life donor conversations
- Build confidence in making introductions and follow-ups

## What We'll Do:

1. Review common donor scenarios
2. Roleplay in pairs or small groups
3. Share takeaways as a group

## Roleplay Scenarios

### At a Community Event

Someone asks, *“What’s Navigator Schools?”*

### Over Coffee with a Friend

Friend says, *“I’ve been looking to get more involved locally.”*

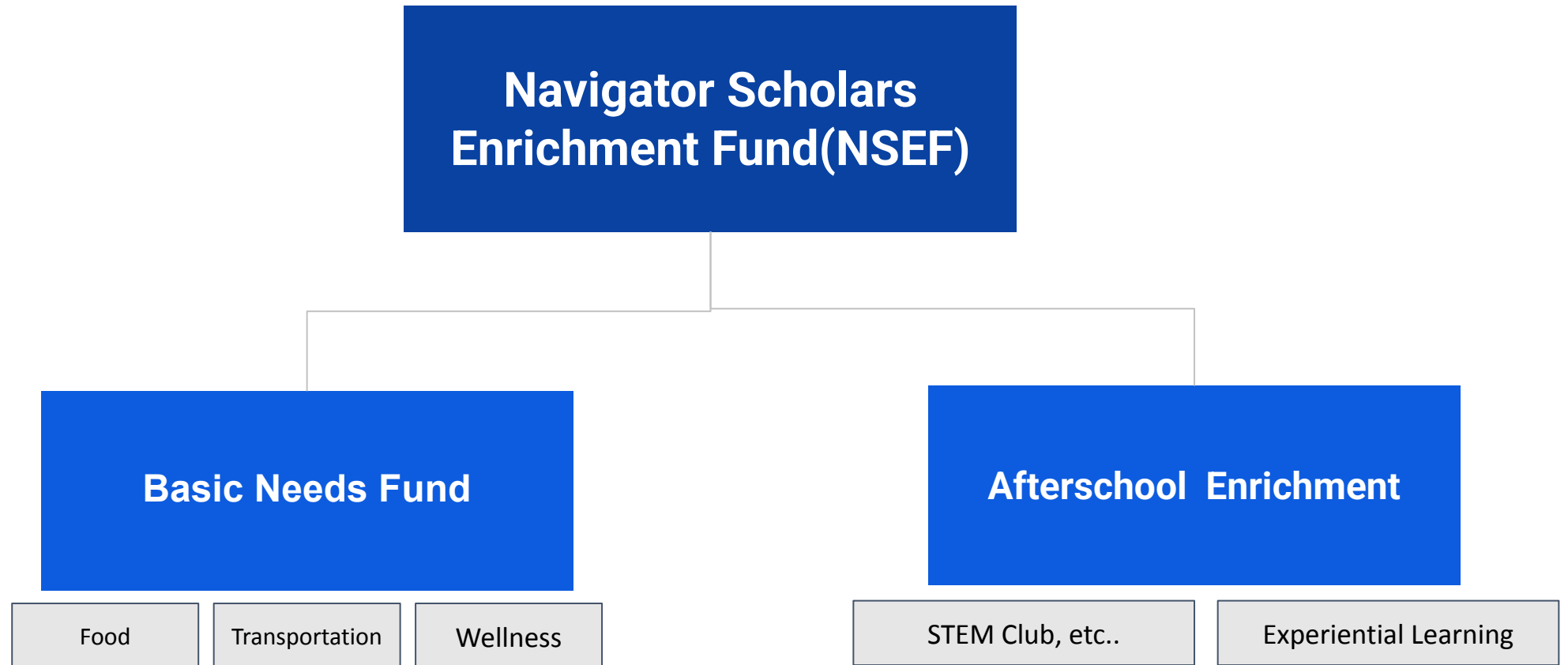
### During a School Tour

Guest asks, *“How can I support what you’re doing here?”*

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# Navigator Scholars Enrichment Fund (NSEF)





# Donor Type Match Game

Donor Type
Local Business Owner
Retired Teacher
Healthcare Professional
Tech company exec
Family friend passionate about arts

NSEF Priorities
Enrichment Programs (STEM, arts, athletics)
Wellness (mental health, counseling, SEL)
Basic Needs (food, clothing, supplies)

# Easy Wins for Board Engagement

## Small Actions, Big Impact:

- Share a Navigator post on social media
- Invite a friend to a school tour
- Write a thank-you note to a donor or partner
- Attend a Navigator event
- Mention Navigator in a casual conversation



# Leading or Attending a School Visit

## Why It Matters:

- See our mission in action
- Build deeper connections with guests
- Inspire support through experience

## Your Role:

- Invite a guest or prospect
- Be present and engaged
- Follow up afterward



# Choose Your Engagement Style

## Find Your Fit:

- **Connector** – Introduce people and make connections
- **Storyteller** – Share Navigator's impact through words
- **Strategist** – Help shape initiatives and partnerships
- **Supporter** – Show up, share, and advocate consistently



# Make Your Micro-Commitment

## Small Actions = Big Impact

- Send an introduction email
- Attend a school tour
- Share a Navigator post online
- Write a thank-you note
- Invite a guest to an event



# Stewardship in Action

## Why It Matters:

- Keeps supporters connected
- Deepens relationships
- Builds trust and loyalty

## Easy Actions:

- Send a handwritten thank-you note
- Make a quick follow-up call
- Share an update or success story
- Invite them to an event or tour

*Thanks*  
FOR YOUR SUPPORT



# Road to \$1.3M

Fundraising Category	Target Amount	Key Activities
Grants & Foundations	\$950,000 (Gov: \$475K, Found: \$450K, Small Grants: \$25K)	<ul style="list-style-type: none"> <li>- Submit at least 12 competitive proposals</li> <li>- Prioritize multi-year and renewal grants</li> <li>- Maintain 40-50% award rate</li> <li>- Secure \$600K+ by Jan 2026</li> </ul>
Corporate & Local Business Engagement	\$180,000 (Corp: \$150K, Local Biz: \$30K)	<ul style="list-style-type: none"> <li>- Secure 20 local business gifts (4-5 at \$5K, 10 at \$1K)</li> <li>- Secure 5-7 corporate partners (\$10K-50K)</li> <li>- Launch 3 employee giving campaigns</li> <li>- Host 4 campus events by Mar 2026</li> </ul>
Online Giving, Events & Community Fundraising	\$215,000 (Individuals: \$165K, Events/Other: \$25K, Online: \$25K)	<ul style="list-style-type: none"> <li>- Raise \$50K+ by Dec 2025 via digital + match</li> <li>- Grow to 150 individual donors</li> <li>- Secure 20+ recurring monthly gifts</li> <li>- Host 2 events/school campaigns (\$10K-15K each)</li> </ul>





# FAQs & Donor Conversations

## Common Questions You Might Hear:

1. *“How are Navigator Schools different from other schools?”*
2. *“Where does the funding go?”*
3. *“How can I get involved?”*
4. *“Are you a public school?”*

## Your Approach:

- Be honest
- Share key points you know
- Connect them to our team for more details

# Closing Thoughts

