APPROVED

Élan Academy Charter School

Minutes

Development Committee Meeting

Date and Time
Tuesday May 18, 2021 at 6:00 PM

Location
Via Zoom Meeting Conference as per State of Louisiana Proclamation Number 2020-30
Join Zoom Meeting https://us02web.zoom.us/j/84877306800?pwd=M3JCb2RMOUpNTUhNa3pXT1J0ZkNaUT09 Meeting ID: 848 7730 6800 Passcode: 918682 One tap mobile +13017158592,,84877306800#,,,,*918682# US (Washington DC) +13126266799,,84877306800#,,,,*918682# US (Chicago) Dial by your location +1 301 715 8592 US (Washington DC) +1 312 626 6799 US (Chicago) +1 929 205 6099 US (New York) +1 253 215 8782 US (Tacoma) +1 346 248 7799 US (Houston) +1 669 900 6833 US (San Jose) Meeting ID: 848 7730 6800 Passcode: 918682 Find your local number: https://us02web.zoom.us/u/kbE0tCSHhU

Development Committee Meeting via Zoom Meeting Conferencing as per State of LA Proclamation #2020-30
Zoom Link: https://us02web.zoom.us/j/84877306800?pwd=M3JCb2RMOUpNTUhNa3pXT1J0ZkNaUT09
Phone: (312) 626-6799; Meeting ID: 848 7730 6800**; Password:** 918682

709 Park Blvd., New Orleans, LA 70114; (504) 619-9720; www.elanacademy.org

The matters listed below are those reasonably anticipated by the Committee Chair(s) to be discussed at the meeting. Not all items listed may, in fact, be discussed. Other items not listed may be brought up for discussion to the extent permitted by law. All agenda items are informational unless otherwise denoted, though all committee reports require a vote for acceptance. Until further notice, all Development Committee meetings will be held via Zoom.

Committee Members Present

A. Shabankareh (remote), D. Patin (remote), G. Thomas-Batiste (remote), M. Clark (remote), T. Taylor (remote)

Committee Members Absent
J. Stewart

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

A. Shabankareh called a meeting of the Development Committee Committee of Élan Academy Charter School to order on Tuesday May 18, 2021 at 6:02 PM.

C. Approve Minutes

D. Patin made a motion to approve the minutes from Development Committee Meeting on 04-20-21.
G. Thomas-Batiste seconded the motion.
The committee **VOTED** to approve the motion.

II. Old Business

A. GiveNOLA Day

Ashley emailed the results and donors for GiveNOLA to the Development Committee and opened up the floor for discussion on what worked, didn't work, etc.

Tiffany asked if we sent thank you notes. Ashley indicated that Melanie sent out thank you notes.

Melanie mentioned wanting to send out thank yous for individuals over a certain amount. Tiffany asked if there's a way to know if individuals are on the newsletter.

Melanie mentioned that we can add this data to Network for Good.
Ashley mentioned being heartened by early/scheduled donors.

Darren said that it was nice to have a framework going into this year and having a framework going forward. We could move up our schedule by a few weeks to get information into hands of donors sooner. Noted across all committees, it will be helpful to make templates going forward.

Darren asked how we categorize, place it in a folder, etc on board on track. Ashley noted that she'll upload information into board on track.

Tiffany mentioned that she wasn't sure what individuals' successes were with Facebook. She mentioned that she texted people and reached out individually.

Tiffany suggested that we ask the board to text or reach out to 10 friends (or whatever number we think is best). Ashley suggested we could create a text script to include.

Tiffany noted the toolkit was very helpful to use to make asks easier.
Tiffany asked if we can segment Network for Good donors and target them.

Ashley suggested that we do individual, personalized emails to individuals who donated prior. We could create a template letter for this.

III. New Business

A. Additional Items for Discussion?

Tiffany mentioned that she'd like to offer support in terms of grant writing. Dr. Askew said that Tiffany could assist with grant writing if she's interested/able to.
Darren mentioned discussion of a signature event. Would an event be attractive and what type of event would be attractive?

Tiffany asked if it would be in 2021? Darren clarified that it would likely take place in Spring 2022. The previous Spring Fest took place in 2019. Is it important for us to have a signature event?

Tiffany asked if we want to poll donors to ask them about an event they'd be interested in. Ashley noted that is a great idea.

Melanie said that we should plan something, as next year is the 5th year. Could plan an anniversary milestone.

Tiffany volunteered to draft an email to send to donors.

For the 5th anniversary, Tiffany noted some ideas to reiterate the 5th anniversary/branding. Tiffany suggested an art contest where the students can create an anniversary logo.

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:27 PM.

Respectfully Submitted,

A. Shabankareh

Guests are welcome to speak during each agenda item with recognition from the presiding officer. In the event to comments or debate may appear to be lengthy, the presiding officer will set a time limit the open comment period; will define the time length each person is afforded to speak; will recognize the order of the respondents, and each person will be asked to state their name, city, parish, and affiliation with the school (examples: employee, administration, parent, community guest, school board representative). This policy subject to change, as necessary.