APPROVED

Eno River Academy

Minutes

Fundraising Committee Meeting

Date and Time
Thursday October 23, 2025 at 8:15 AM

Committee Members Present
Lindsey Sealy (remote), Trish Blackmon (remote)

Committee Members Absent
None

Guests Present
Morgan Copeland (remote), Sarah Shore (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Lindsey Sealy called a meeting of the Fundraising Committee Committee of Eno River Academy to order on Thursday Oct 23, 2025 at 8:15 AM.
Lindsey Sealy made a motion to call the meeting to order.
Trish Blackmon seconded the motion.
The committee **VOTED** unanimously to approve the motion.

C. Approve Minutes

Trish Blackmon made a motion to approve the minutes from Fundraising Committee Meeting on 09-18-25.
Lindsey Sealy seconded the motion.
The committee **VOTED** unanimously to approve the motion.

II. Fundraising Committee

A. Bowling Tournament Results

The Bowling Tournament went well - raised approximately $2,000 which was much less than we had hoped for the golf tournament it replaced, but it was a great family event and one that we feel could grow over time.

B. Penny Wars Initiative

Student-led community impact project idea: "One School, One Cause" - K-12 collaboration to identify a real-world problem and fund a solution.

- Students currently identifying a cause.
- Develop a competition between classes/grade levels to raise money for a cause they deem important.

Target for Penny Wars is $4,000.

C. Annual Fund/Giving Day Strategy

FALL GIVING DAY GOAL

- **Duration**: 36 hours
- **Dates**: Thursday, December 4, Friday, December 5, Saturday, December 6
- **Financial Goal**: $15,000
- **Theme**: *"Rooted in Community, Growing Our Future"*

STRATEGY OVERVIEW

- Use **Thrillshare**, social media, text blasts, email, and website banners for mass engagement
- Launch business partnerships weeks before
- Create a **Giving Day Toolkit** for staff, students, and families (QR codes, graphics, sample messages)
- Feature **live donation trackers**, class competitions, and surprise unlocks

See attachment for full proposed schedule.

III. Other Business

A. ERA Development/Capital Campaign Update

In the Board's quest to learn more about Financial Development and Capital Campaigns, we have invited Moss +Ross to the next Board meeting October 25, 2025 to share what services they provide, timelines and basic information re: developing a capital campaign. As the fundraising Committee, we would certainly like to invite you to join in for the presentation either in person or remotely. As these are open meetings, the link is available on the website. We hope you will join us!

IV. Closing Items

A. Adjourn Meeting

Lindsey Sealy made a motion to adjourn the meeting.
Trish Blackmon seconded the motion.
The committee **VOTED** unanimously to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:00 AM.

Respectfully Submitted,
Trish Blackmon

Documents used during the meeting

- FALL GIVING DAY GOAL - Google Docs.pdf