

DRAFT



LIBERTAS ACADEMY
CHARTER SCHOOL

Libertas Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Tuesday October 1, 2019 at 5:00 PM

Location

146 Chestnut Street, Springfield, MA

Conference Call Line Number

Dial-in Number: [\(712\) 775-7031](tel:7127757031)

[Access Code: 959-546-056](tel:959546056)

Committee Members Present

D. Barrows, K. Diamond Kayiatos, L. Davis (remote), M. Montero

Committee Members Absent

None

I. Opening Items**A. Record Attendance and Guests****B. Call the Meeting to Order**

M. Montero called a meeting of the Development Committee of Libertas Academy Charter School to order on Tuesday Oct 1, 2019 at 5:03 PM.

C.

Approve Minutes

It seems like there is a glitch in the system. It shows that the motion to adjourn did not carry. LD will reach out to Board on Track.

D. Barrows made a motion to approve minutes from the Development Committee Meeting on 09-03-19 Development Committee Meeting on 09-03-19.

L. Davis seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. New Business

A. Chair Remarks

DB welcomed the group. Provided an update on the event at Elms College, the launch of the Center of Equity in Urban Education. We should consider establishing a relationship with WNE Law. DB will send MM the description of the new center launched at WNE to engage in a conversation and explore a possible meeting with Sudha Setty.

B. Review Dashboard

Reviewed dashboard. We currently have one donor. DB asked MM to send an email with an update from last year's development efforts and explain the discrepancy in how funds raised is reported.

C. FY20 Development Plan

D. Discuss our Communication and Engagement Plan

KD provided an overview of the structures to put in place to help us with solicitation.

Possible forms:

1. Giving card we can utilize for the various different solicitations. We should make it more like an envelope format.
2. Draft and approve the various solicitations letters.

MM- shared a copy of a pledge card from 3 years ago that we could possibly use as a template. It needs to be updated to ensure it is on brand and appealing for various stakeholders.

KD- if we send a pledge card, do we want to have sample giving letters? We should consider creating an infographic that captures key data about our development wins from last year.

Newsletter- MM shared a rough draft of the Q1 newsletter. The next step is to insert the section about our development outcomes from FY19.

DB reviewed the various solicitation letters drafter by KD. The PS should invite those that donated to tour the school. If they have toured, we can encourage them to come-back to see our growth or invite them to an event.

E. New Committee Members

LD- Kari Diamond is open to joining the Board and will be attending the October meeting.

III. Next Steps

A. Next Steps

1. MM sends Q1 newsletter by 10/8
2. KF will design and finalize the gift/pledge card so we can launch it with the October solicitation
3. Scrub our development tracker and include next steps
4. KF will send Oct solicitation by 10/31
 - Launch Board Giving, Gave Last Year, Have Given but not Last Year, and Never Given letters as part of the Oct solicitation.
5. MM create a packet for Gary Jennison that captures the work of DC in FY19, this should include the various solicitation letters and our engagement plan.

IV. Closing Items

A. Adjourn Meeting

D. Barrows made a motion to adjourn the meeting.

K. Diamond Kayiatos 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 6:07 PM.

Respectfully Submitted,

D. Barrows