



Development & Marketing Dashboard April 24, 2024

Objective

- Create and grow IGS fundraising and marketing strategic plan and programs, coordinating and supporting the execution of activities and tactics with the IGS Executive Director, the IGS Staff and the Friends of Intergenerational Schools (FIGS) board.

Key Recent Activities – March & April

Development

- FIGS Board Meeting, Executive Meetings and Social Event Planning, Execution
- Governance work for board: Roles & Responsibilities, Expectations, Charge
- Work with Brooke and Kelly on top 20 prospect list outreach, cultivation and stewardship strategies and specific next-steps, meetings every other week
- Grant contacts with Alcoa, Woodruff, MHJF; began application drafts for DG., Woodruff, Howley proposals for counselors, coaching, LPs and curriculum
- Cultivation tours: Joe Aber (Bob), Liz Patterson and Carolyn Borrow (Amy)
- Sponsorship outreach for Spring Thing

Marketing

- Spring appeal email marketing and segmentation
- [IGS Monthly Blog creation](#)
- Social Media accounts optimization and advertising
- Content Calendar and branding guide activated and updated
- Website and forms revised, streamlined for SEO
- One Pagers created for each school and IGS Letterhead
- Spring Thing marketing and sponsorship strategies

Major Gift & Grant Highlights

Grants:

- Previous FY Grants: \$373,951 (5)
- Current FY Grants: \$440,399 (6)
- Current Proposals Pending Decision: \$9,000 (1)

Upcoming Grant Engagement:

- Dollar General Youth Literacy
- Howley Foundation
- Woodruff Foundation
- Thomas H. White Foundation

Recent Engagement

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- Abington Foundation
- Martha Holden Jennings Foundation
- Alcoa Foundation

Pending Solicitations

- Dollar General Summer Literacy, \$9,000
- [Redacted]
- [Redacted]

Key Future Activities – May & June

Development

- End of (school) year appeal, Bioregional Event attendee appeal and Lee Trotter's friends appeal
- Graduation invitation to donors
- Grant applications
- Focus on top 20 prospect list: cultivation visits/call and tours

Marketing

- One Pagers for IGS (high level) and FIGS
- Continue bi-weekly Social Posts on Facebook and LinkedIn
- Create monthly advertisement or boosted post strategy
- Google profile optimization
- Continued Email Marketing and Segmentation
- Spring Appeal social strategy and follow up
- Graduation and summer camp marketing

FIGS Board Engagement & Goal Tracking

Individual Goals (carried over from last year)

- 100% Board Giving by 6/30/24
- Fill 6 School Tours or meetings by end of 23-24 School Year
- Share/Like/Comment on 1 IGS LinkedIn or FB Post each week

Collective Goals (carried over from last year)

- Define board growth plan, governance process and documents
- Plan and host 3 pipeline building events
- Support key gift and donations

Upcoming Tours & Meetings

- Tours: April 30, 8am or upon request for alternative dates/times
- Meetings: FIGS Exec. Board Retreat June or August date tbd
- Spring Thing (Spelling Bee, FIGS March Social: May 9, 5-7pm)



Development Insights – *As of April 24, 2024*

Fiscal year - July 1 - June 30	FY 2020		FY 2021		FY 2022		FY 2023		FYTD 2024	
	# Gifts	Amount Raised	# Gifts	Amount Raised	# Gifts	Amount Raised	# Gifts	Amount Raised	# Gifts	Amount Raised
\$100,000+	1	\$200,000.00	2	\$339,043.00	1	\$200,000.00	2	\$307,951.00	2	\$310,000.00
\$50,000-\$99,999	1	\$53,534.00			1	\$64,470.00	1	\$50,000.00	2	\$113,313.90
\$25,000-\$49,999	1	\$32,000.00	4	\$155,245.00	1	\$40,000.00				
\$10,000-\$24,999	2	\$20,000.00	5	\$64,000.00	2	\$39,600.00	1	\$10,000.00		
\$5,000-\$9,999	4	\$20,000.00	2	\$12,500.00	2	\$12,500.00	4	\$21,000.00	3	\$21,585.00
\$2,500-\$4,999	4	10,025.00	2	\$6,950.00			1	\$2,503.00	2	\$7,000.00
\$1,000-\$2,499	6	\$10,298.97	7	\$10,525.00	8	\$11,735.55	17	\$17,494.80	2	\$2,000.00
\$500-\$999	6	\$3,345.18	5	\$2,750.00	2	\$1,025.38	7	\$4,714.19	4	\$2,300.00
\$250-\$499	6	\$1,507.65	6	\$1,742.69	7	\$1,900.00	38	\$11,292.10	9	\$2,500.75
\$100-\$249	52	\$7,578.50	49	\$6,578.36	56	\$7,077.57	47	\$6,521.56	19	\$2,514.09
<\$100	212	\$8,339.60	124	\$4,059.46	128	\$3,279.57	111	\$3,735.15	19	\$551.68
Total Raised	295	\$365,629.93	206	\$603,343.51	208	\$381,588.07	229	\$435,211.80	60	\$458,765.42
Highest Gift		\$200,000.00		\$200,000.00		\$200,000.00		\$200,000.00		\$200,000.00
Lowest Gift		10		10		\$10.00		10		5
Average Gift		\$1,239.42		\$2,928.85		\$1,834.56		\$1,900.49		\$7,646.09

Notes on the Numbers:

- FY2021 includes one-time government grants.
- FY2023 includes the Gala where the \$1,000-\$2,499 and \$250-\$499 category increases came from.
- FYTD2024 numbers do not include the end of the school year appeal that will be sent in May/June or pledges.
- Other smaller gifts in previous years came through peer-to-peer fundraising asks which is something we can explore if/when we have others that want to participate in that kind of activity.
- Non-competitive government grants are not included, and competitive grants are included if they are entered into Bloomerang.

Note on the Goal:

- The FY2024 fundraising goal is \$550,000, as determined by a budget set by the School Board and not on fundraising data/history.



Marketing Insights – *As of April 24, 2024*

2024 IGS Marketing KPI's				
	January	February	March	April (MTD)
Social Media				
Total Social Reach	22,814	59,293	67,826	56,628
Total Social Following	1,316	1,359	1,374	1,391
Website				
Total Impressions	2,114	1,672	1,424	1,459
Total Clicks	241	172	145	138
Average position	6.2	5.28	5.17	5
Email				
Total Emails	946	1,870	2,053	2069
Email Open Rate	39%	41%	60%	62%
Email Click Rate	5%	5%	13%	18%

