

Board Committee One Pager

Committee Name: Advancement

Year: 2024-25

Purpose:

The purpose of the Advancement Committee is to assist the Board of Education in overseeing institutional advancement philosophy and policies, providing relationships that will assist and attract private sector support, reviewing proposed gifts and sponsorships that may require full Board consideration or action, providing leadership, guidance, and oversight of Institutional development efforts, including major fund-raising campaigns and projects, and oversee all fundraising efforts throughout the school. The Advancement committee serves to advise, review, and recommend to the school board and ultimately serves at the pleasure of the board.

Scope of Work:

1. Set the annual goals for school fundraising, orchestrate the board members' leadership and participation in the fund-raising program, and oversee all fund-raising activities by the school (including coordinating fund raising by the Parent Teacher Organization, Athletic Boosters, Enrichment, Scholarships, etc.).
2. Develop, coordinate, monitor, and establish leadership for the periodic capital campaigns of the school.
3. Plan and coordinate the ongoing annual-giving programs of the school (Annual Fund, Year End Giving)
4. Oversee fundraising events and initiatives aimed at fundraising and resource generation.
5. Assure appropriate parent, past parent, and alumni communications and programs to facilitate continuing cultivation of the friends and patrons of the school.
6. Enhance the school's visibility and reputation with the local and broader community, including partnerships and collaborations that benefit the school.
7. Oversee the fundraising website page to ensure consistency of message, goals, and overall philosophy.
8. Develop communication strategies that effectively share the school's achievements.
9. Maintain a culture of asking, thanking and reporting throughout the advancement committee and sub-committees.
10. Ensure that accurate and secure giving records are maintained by the business office of the school and that appropriate acknowledgment and recognition for gifts are offered.

Appointments and Composition: Committee chair and board members are determined as a result of annual Board training and/or summer working sessions and membership confirmed at a Board meeting at the start of each school year, typically August. Committee staff members are assigned/selected by CIO as needed to support committee work. Committee composition typically includes two Board members, CIO, and assigned staff. Advancement committee meetings are open to anyone to attend and participate. As the committee is in its initial growth phase, it will operate under consensus vote and will reevaluate for the 2025-2026 school year. Sub-Committee's include the following: Event Sub-Committee, industry partnerships Sub-Committee, Boosters (PTO, Athletic, Enrichment), and Growth Advisory Committee.

Roles and Responsibilities Members (chair, members, etc):

Yearly Goals:

1. Develop systems and processes that support an "ask, thank, report" culture

- a. Determine current asks
 - b. Determine current donations
 - c. Create thanking process
 - d. Create reporting process
2. Establish Advancement structure with sub-committees and events or projects connected to each committee that we can invite parents and partners to participate in.
 3. Leverage marketing team to craft school messages and strategic priorities with a development message.
 4. Create an annual calendar with events, committee meetings, annual fund, etc.
 5. Review and update fundraising philosophy, policies and procedures
 6. Establish sponsorship guidelines and resources
 7. Begin Annual Fund Campaign that is connected to strategic plan, operational plans, teacher needs, etc which is independent of the wish list process historically run through PTO.
 8. Investigate adding human resources to fundraising, specifically in terms of grant writing
 9. Events - This year – Blast Off, Year end giving and begin planning for golf tournament and gala next year.

Annual Calendar:

1. Sept 19th - Blast Off - Launch Advancement / Fundraising Committee
2. Fall - Annual Fund Launch
3. Year End Giving Campaign - Nov 1

Scheduled Recurring Meetings: 4th Tuesday of each month

Board Roster : Chair - Greg Shick, Board Members - Rudy Lukez, Kelly Ryena, CIO - Matt Cartier, includes various at will community members