



MCCPS Board of Trustees

Development Committee Meeting

Published on October 1, 2018 at 6:52 PM EDT

Date and Time

Tuesday October 2, 2018 at 7:30 AM EDT

Location

Tree House

Agenda

	Purpose	Presenter	Time
I. Opening Items			7:30 AM
A. Record Attendance and Guests		Nina Cullen-Hamzeh	
B. Call the Meeting to Order		Ellen Lodgen	1 m
C. Approve Minutes			
There are no previous minutes to approve.			
II. Development Committee			7:31 AM
A. Review Committee Efforts from 2017-18	FYI	Ellen Lodgen	5 m
B. Discuss Committee Job Description & Goals	Discuss	Ellen Lodgen	5 m
C. Create Plan for Development Efforts 2018-19	Discuss	Ellen Lodgen	40 m
D. Committee & Sub-Committee Recruitment	Discuss	Ellen Lodgen	5 m
III. Other Business			
IV. Closing Items			8:26 AM
A. Adjourn Meeting	Vote		

Cover Sheet

Review Committee Efforts from 2017-18

Section: II. Development Committee
Item: A. Review Committee Efforts from 2017-18
Purpose: FYI
Submitted by:
Related Material: Development and Community Relations Report.pdf



2017-2018 Development and Community Relations Committee Goals

A. Fundraising Goals - \$20,000

1. **Annual Appeal Campaign Goal: \$13,000 from individual donors by June 30, 2018.**

a) **Monies raised as of 5/14 = \$6825 (gross) – \$334.56(fees) = \$6490.44 (net)**

b) The annual appeal will be promoted through an online donation system posted on Facebook, and the school’s website. Initial announcements will be sent in December with subsequent reminders through Constant Contact to current and past parents, alumni and constituents.

b) The Committee will organize a phone calling effort with the goal of contacting each donor from last year’s annual appeal to match or increase their gift. A confidential list of names and giving history will be given to the Board and other key contacts along with a script of talking points.

2. **Winter Online Auction Goal: \$5,000 from online community donors**

a) **Actual: \$4011 (gross) - \$373.70 (fees) = \$3637.30 (net)**

b) Method: Bidding for Good online auction system will be used to manage the donated items and to process the bids. Items to auction will be solicited from the most successful donors from last year’s fall and spring auction.

3. **Marblehead Friends Grant – 4 Grants totaling \$14,000**

4. **Student Success Fund – 98 Gifts totaling \$17,000**

5. **Actions to Reach Total Goal:**

Annual Fund Gross	\$	6,825.00
Fees	\$	334.56
Net Sub Total	\$	6,490.44
Winter Auction Gross	\$	4,011.00
Fees	\$	373.70
Net Sub Total	\$	3,637.30
June Calling Campaign Goal	\$	9,872.26
Total	\$	20,000.00

16/17 Annual Giving
 \$9,790 – 46 Gifts
 \$8,500 – BB Hoops
 \$18,290 - Total Gifts

B. Community Relations Goals

1. Spring Chowder Fest - Goal: Increase school visibility in town. Est. net proceeds - \$2,000 (Event canceled)
2. Newspaper
 - a) Goal: At least one article published each month in the Marblehead, Swampscott and Salem Report, and Lynn Item.
3. Marketing
 - a) Goal: Increase open house attendance and applications by 10%
 - (1) Internally design and print flyers for Open Houses. Distribute throughout town along with announcements in local papers
 - (2) Print and distribute lawn signs advertising lottery and open houses

II. Development & Community Relations Committee May Report

A. Phone Call Campaign

- End of year Annual Appeal calling scheduled for June 12, starting at 6:30 p.m.
- Strategy includes:
 - Securing a matching gift donation to use as incentive during calls. - **Nina will set up meeting.**
 - Donations will help fund the ADL program.
 - Calls made to **LYBUNT** (fundraising term for donors who have given "Last Year But Unfortunately Not This" year) with pitch using matching gift.
 - Calls made to parents who haven't given last year or this year will be asked for either one-time gift or request to give \$10 monthly gift. School will set up system online.
 - **Training packets will be created by Martin before calls.**
 - Nick will work with Ellen to get a group of high school alums to help with calls and to get success stories.

B. Grant Research Review

- Martin reviewed list of individuals and corporations who gave toward the Yes on Question #2 campaign.
- Committee was asked to review list and try to find a connection (someone who knows someone on the list). Susan and Martin will prepare their researched lists of foundations for review. Both lists will be given to Board members with same charge of finding connections.

C. Fall Clam Bake Idea

- Three possible locations for the event were discussed: Devereux Beach, Marblehead Trading Company on Front St, Dion Yacht Yard in Salem, or the Castle on the Neck (alumni parent).
- Fred will check about permitting for the beach by Friday, 5/35 and inquire about the two boat yards.
- Ellen will contact former parents who own the castle.
- This will be our major event for the year. Other smaller events will take place throughout the year.

D. Scrip Program Idea

- Martin presented idea of adopting a Scrip program for another arm of fundraising next year.
- Committee liked idea and decided to take next step and schedule a demo. Could provide a steady source of income without adding to donor fatigue.

E. 2018-19 Planning Meeting Date

- Martin will work with Fund Committee to coordinate a date.

F. Annual Fund Report Publication

- Martin is planning to create a glossy annual report for donors and parents

- Nick will finalized work with Francie to provide stories for publication and for other needs.

G. Volunteer Packet

- Susan suggested that we review the contents of the annual volunteer packet to incorporate fundraising items.

H. Board Training

- Martin will work with Board Chair to find a fundraising training date for the Board and Committee members. Possibly July 10.

Cover Sheet

Discuss Committee Job Description & Goals

Section: II. Development Committee
Item: B. Discuss Committee Job Description & Goals
Purpose: Discuss
Submitted by:
Related Material: DCR Committee Goals 2017-18.pdf



2017-2018 Development and Community Relations Committee Goals

A. Fundraising Goals - \$20,000

1. Annual Appeal Campaign as of 3/16 = \$6275

- a) Goal: To raise \$13,000 from individual donors by June 30, 2018.
- b) Method: The annual appeal will be promoted through an online donation system posted on Facebook, and the school's website. Initial announcements will be sent in December with subsequent reminders through Constant Contact to current and past parents, alumni and constituents.

The Committee will organize a phone calling effort with the goal of contacting each donor from last year's annual appeal to match or increase their gift. A confidential list of names and giving history will be given to the Board and other key contacts along with a script of talking points.

2. Winter Online Auction as of 3/16 = \$3538

- a) **Goal: To raise \$5,000 from online community donors by March 1, 2018.**
- b) Method: Bidding for Good online auction system will be used to manage the donated items and to process the bids. Items to auction will be solicited from the most successful donors from last year's fall and spring auction.

B. Community Relations Goals

1. Spring Chowder Fest

- a) **Goal: Increase school visibility in town. Est. net proceeds - \$2,000**
- b) Method: Hold a public chowder tasting event as a pilot to a larger public event next year. Local restaurants will be solicited to participate during other town celebrations over Memorial Day weekend.

2. Newspaper

- a) Goal: At least one article published each month in the Marblehead, Swampscott and Salem Report, and Lynn Item.

3. Marketing

- a) Goal: Increase open house attendance and applications by 10%
 - (1) Internally design and print flyers for Open Houses. Distribute throughout town along with announcements in local papers
 - (2) Print and distribute lawn signs advertising lottery and open houses

Annual	\$
Fund Gross	6,825.00
	\$
Fees	334.56
Net Sub	\$
Total	6,490.44
Winter	
Auction	\$
Gross	4,011.00
	\$
Fees	373.70
Net Sub	\$
Total	3,637.30
Annual	
Fund Call	\$
Sub Total	9,872.26
	\$
Total	20,000.00