

## **Goals of the Development Committee 2020-2021**

- **Fundraising : \$75,000**
  - Events and Appeals
  - Donors
  - Grants
  
- **Community Engagement**
  - Create new Welcome Guide for Families
  - Launch Parent Ambassadors at advisory level
  - Create new student engagement opportunities:
    - Student Ambassadors for open house tours & special events
    - Student Reporters & Photographers for each grade
  - Solicit Alumni representatives and plan events for:
    - High School and College Alumni under 21
    - Charter Alumni Association 21+
  - Build Pen Pal program w/ Grandparents & Rotary members
  - Increase Community Partnerships
  
- **Communications Review:**
  - Redesign website
  - Collect feedback on:
    - Weekly Head of School newsletter - archive on website
    - Weekly Highlights email blast
  - Increase Social Media presence - FaceBook, Instagram, Twitter
  - Launch Marblehead Charter Connector: monthly informational newsletter to assist with donor & prospect stewardship
  - Develop new strategies for print media coverage
  - Promote Charter TV to larger school community
  
- **Donor Stewardship**
  - Implement a new donor stewardship database and reporting tools to track prospect and donor solicitation, communication and recognition activities
  - Provide Donor Stewardship training and ongoing support to assist the board of trustees with board level fundraising, donor stewardship tasks and building community connections with local businesses and organizations
  
- **Events & Appeals**
  - August-October                      Student Success Fund Drive
  - October 24                              Fall Recycling Drive
  - November 30                          Giving Tuesday
  - December                              Holiday Shop Online Auction
  - January-February                      Annual Fund Drive
  - End of March/Early April              Spring Fundraising Event
  - Spring                                      Grandparent's Day
  - June                                         Student Fundraising event