



## 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
<b>Total</b>	<b>\$</b>	<b>20,000.00</b>

**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, 5/31 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.