



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