

Development Committee Meeting Agenda

09/7/2020

1730hrs

Meeting began:__:__pm

Attendees:

Welcome and Introductions: Tina Halligan

Any new attendees introduce themselves

Update of current Development tasks

- 1. Social Media Push**
- 2. Online MSCS store**
- 3. Sustainable Donor**
- 4. Annual Appeal**
- 5. Grandparents day**
- 6. Sustainable donor gratitude post/pics**
- 7. Story Board Video**
 - a. Photographer and Videographer Introduction

Review and Discuss

Steps:

- 1) Plan
- 2) Public/ Private Funding (need 1.2 million to 2 million for down payment)
- 3) List of Donors (start doing this now)

Use unique story of public Waldorf school. Consider connecting school to Universities to train teachers.
Opportunity for Grant Money. {K-12 have most NOA (National Endowment of Arts) then anyone.}

What is already in place for 2020/2021:

- Revolving Donor Platform: receiving and receipting donations; acknowledging and thanking donors
- Beginnings of a Friend Raising/Fund Raising Strategy
 1. Online giving simplified and streamlined
 2. Case Statement in process - release very soon
 3. Grandparents Day and Grandparent Focus - week of October 22-26 (Finalize timeframe)
 4. Annual Giving Campaign - November - December (Finalize timeframe)

5. Giving Tuesday Campaign - Now until November 27 (Finalize timeframe)

Q & A Discussion on Fundraising Ideas

Set Long Term and Short Term Goals

2 weeks:

Month:

Quarter:

Potential Annual and Quarterly Events Discussion: Tina

- Golf Tournament
- November/December 2020 butterbraid sale
- Mountain Song Fundraiser walk/run
- 2020-21 Auction dinner (silent auction)

Recap and Action Points