

## **ANCS Fund Development Goals: 2015-16**

### **Fund Development Committee:**

Narin Hassan (Chair)

Matt Underwood

Tara Stoinski and Philippe Pellerin (Board members)

Lori Howard (Community member)

Amy Damiani (Community member)

Bill Turcotte (Community member)

(Rachel Ezzo will serve as a subcommittee member and consultant for technology/software)

### **Key initiatives/goals:**

1. Build the Gather and Grow Brand: develop messaging, create new initiatives and new materials, build outreach to the community/businesses/grandparents through mailers, newsletters, personal phone calls/follow up. Remind donors about giving options such as recurring payments, stock, corporate matching. Create longer-term campaign goals and strategies.
2. Develop a major gifts program/donor levels within campaign and establish better strategies for recognizing donors and sponsors.
3. Continue to build the success of the auction through our current model, but with greater assistance from hired staff. Building stronger links between annual campaign and auction in terms of sponsor outreach and messaging
4. Improve technology/reporting systems and improve assessment of data to review participation and build outreach (eg. phone outreach; recognition for families with consistent participation)
5. Develop board giving and community outreach programs: produce guidelines for board member giving/encourage board members to support the campaign and fund development.

### **Strategy/Timeline for Goal 1: Gather and Grow Branding**

#### ***October-December 2015:***

--Grandparent outreach: G&G brochure/Grandparent letters (Oct)

--Parent outreach: Produce new mailer for parents/teachers/community. Key messaging: celebrating our success as GA Charter of the year/highlighting ways that funding will help us continue to thrive and reduce class sizes, retain faculty and programs, support nutrition/gardens/related arts, improve buildings (Nov)

--Business outreach: send G&G brochure and letters to local businesses (Nov); create "sponsor a child" program and major gifts plan

--Collect and publicize "Why I give" narratives for courier and newsletters (from parents, teachers, board, etc)

--Remind families about corporate matching and stock giving options

--Newsletter: to be sent out by Oct. 30; Holiday reminder Dec. 15

--Fund Development Booths at GP Day

--Update yard signs /Update website with clearer links to giving page

***January-May 2015:***

- Develop poster/materials for the front of each building/Update yard signs
- Plan Annual Campaign week with videos (including alumni videos)
- Plan RWTW Sponsorship campaign
- Align Auction more closely with Annual campaign (develop sponsor benefits/outreach)
- Plan an alumni/celebration event for May following annual campaign week

**Strategy/Timeline for goal 2: Major gifts**

- Establish major gift levels and promote through mailers and newsletter (Nov)
- Announce levels for giving beginning with \$1000 as major gift
- Announce key timelines and options for giving/remind that we count one-time donations and recurring within the major giving plan
- Strategize recognition efforts (eg. naming all donors on our website; organizing a reception for major donors in February; offering dinner with board members/Matt/others as special recognition for major sponsors and donors; thanking sponsors and donors on Facebook and courier, etc)

**Strategy/Timeline for goal 3: Auction support/Annual campaign and auction collaboration**

***December-March***

- Hire a consultant/part time contractor to assist with donation software and auction planning
- Find ways to align auction with annual campaign to increase participation numbers (eg. “paddle raise” or “fund a cause” where parents can give directly to a cause at the auction and we can track giving)
- Build “Wonder Ball” brand and continue efforts for outreach through auction—eg. invite major sponsors to attend/receive VIP tables, etc
- Strategize sponsor recognition: create an auction lead role focused upon business and sponsor recognition/thank you letters, align this role with annual campaign efforts for business outreach

**Strategy/Timeline for goal 4: Improving technology and assessment**

- Research software programs and assess needs (October)
- Transfer data and begin use of software by December 2015
- Assess giving (percentage of families/patterns) February 2016
- Direct outreach to families based upon patterns in May 2016

**Strategy/Timeline for goal 5: Board giving and community outreach**

- Establish “give or get” minimum for board members (\$500 in direct giving and possibly \$500 in a get/sponsorship/event—this would allow all board members to be part of the major donors list at a \$1000 level).
- Recognize board member giving: website/reception/”Why I Give” narratives in newsletter and facebook etc

- Create outreach efforts through board (board involvement with auction: gaining sponsors and items/outreach to local businesses with Gather and Grow campaign; outreach to foundations and grant institutions)
- Organize reception or event for foundations/vendors/grant institutions to meet with Matt and ANCS board/Assist Matt with external funding efforts and outreach
- Create 3-5 year plan for fund development including ways to attract new foundations/external funds

**Follow up on issues from 2014-15:**

- Discuss GP Day/Fall Festival goals and ownership with PTCA (shared weekend)
- Balance sponsorship efforts between RWTW and auction (ensure RWTW focuses upon health and wellness businesses and all solicitation takes place after auction)
- Ensure that auction sponsors and donors are recognized and thanked
- Solidify branding support for annual campaign and auction

**Grants/foundation outreach:**

- Plan meetings with potential funders, foundations. Follow up with foundations that have supported us to ask for their suggestions/advice and potential funders
- Find funding sources for particular initiatives (eg. physical education and nutrition)
- Create a file of potential opportunities and drafts of our key messaging/needs