



December 2015 Fund Development Report

November 2015 donations received: \$35, 796.84

Year to date: \$65,389.90

New Activities:

Produced a 2015 Annual Campaign mailer. This mailer is in the form of a greeting card and includes a return pledge card and envelope. The pledge card includes information regarding our major gifts levels.

Key messaging: Our recent accomplishments, goals for the next few years, thanks to our community of donors and volunteers. The mailer will go out to parents the week of Dec. 14.

Other Outreach/Communication: Our first newsletter/e-blast of the year was sent in November. We have another e-blast scheduled for mid-December. This will include a holiday greeting, news regarding GA Gives Day and an update on the campaign, and information about the auction.

Auction Update: The auction committee has been in communication with various staff and parents at the school and is finalizing committees. They are revealing the new theme and logo on both campuses the week of December 14. It is still "Wonder Ball" but with an updated logo and theme. We have signed a contract with Sarah Durry, a consultant from Greater Giving to assist with input and website. She will be offering a training session to Lori, Kari, and others in early January. Endive and Tulip our two biggest in-kind donors, are confirmed.



Other news: We are in the process of finalizing some other events for the spring. 1. A donor/volunteer thank you party after the auction 2. a major gifts donor reception 3. An alumni/school celebration event in May following annual campaign week.

The FD committee agreed to organize an informal morning coffee for alumni in town in the first week of school on Thursday, January 7. Matt has already sent out invitations via email. We will also do some alumni outreach for annual campaign week with some video messages and written narratives from former students.

