



January 2016 Fund Development Report

December 2015 donations received: \$7963.30

Year to date: \$73, 353.40

New Activities:

New 2015 Annual Campaign materials were mailed out to all families in December. The package included a greeting card, return pledge card, and info regarding our major gifts levels.

The FD committee agreed to organize an informal morning coffee for alumni in town in the first week of school on Thursday, January 7. Approximately 15 alums met with Matt and visited both campuses. We plan to have another coffee at the end of the year.

Other Outreach/Communication: The second newsletter/e-blast of the year was sent in early December before the mailing. This included a holiday greeting, news regarding GA Gives Day, an invitation to an alumni coffee, an update on the campaign, and information about the auction.

Auction Update: The Wonder Ball website is ready and donor/sponsor letters have been sent. The year's theme is "The Secret Garden." The solicitation committee has been reaching out to previous sponsors and donors and is already receiving sponsorship commitments. Matt and Narin will be meeting with the solicitation team next week to discuss ways to align donor/sponsor recognition and have clear and consistent messaging between the auction and annual campaign. Auction sponsors at \$1000 and above will be invited to our major donor recognition party in late spring. The auction committee "kick off" meeting is Thursday, January 21.



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. We may try to combine the celebration event with the final PTCA meeting of the year.

Amy Damiani and Narin are going to begin reviewing excel sheets and creating a new Greater Giving “project” to test out how this system could work.

We are planning to have an annual campaign week in May and would like to have a clear sense of participation and donor levels at before this point.

The fund development committee will work on the major gifts levels/donation recognition in our next meeting.

