



## **May 2016 Fund Development Report**

**April Donations received: \$9388.09**

**Year to date: \$103,007.55**

**Note:** These April numbers were gathered on May 5 prior to annual campaign week. In the first four days of annual campaign week we received \$8570, in one-time donations on square/online, so the May numbers will be robust.

### **Activities:**

Late April and early May have been extremely busy. We organized annual campaign week from May 9-15. In place of one formal committee meeting, we had multiple work sessions and Matt and Narin met to strategize for the end of year planning and discuss ways to have more support for fund development activities next year.

Annual campaign week included showing the new ANCS film at both campuses with a reminder about the importance of the campaign and the resources needed to continue the work we do. We did carpool outreach one morning with students at EC handing out materials, “Grow the Love” seed packets, and donut holes. We also held the Founding Boards recognition event and had a Fund Development booth at that event and the PTCA meeting.

Our communication/social media campaign included a Gather and Grow newsletter on Monday, a courier message on Wednesday, and ongoing “Why I Give” narratives and reminders on Facebook. We are continuing to collect these quotes for use next year.

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Data review/analysis: This month also involved reviewing our data to confirm which donors are at the \$1000 level (or will be by June 30) and which parents have not yet given. Narin emailed donors at the \$1000 level to personally thank them, and Matt called the highest level donor(s).

Narin also contacted several donors to request “Why I Give” narratives and remind them about the Eventide event. We received many inquiries from individual donors prior to the event.

### **Events:**

Our first major donor event is at Eventide on Sunday, May 15. We gathered data all week and all invited donors and sponsors at the \$1000 level and up. We also invited auction chairs and chair committee members. We ordered new “swag” for our major donors. This includes new Gather and Grow shopping bags, larger outdoor magnets, and koozies.

### **Planning for next year/later this year:**

Narin is continuing to analyze data and organize the excel sheets from payments against student lists to get a sense of participation and also prepare for more direct outreach to families. The main focus will be upon kindergarten and 1<sup>st</sup> grade. We may make direct phone and email solicitations to these newer families.

Planning ahead, we also plan to have a new family fund development session for the fall, and to try to have more material about the campaign visible during the orientation/registration process.

**External Funding Updates:** The Belk Foundation granted another \$50,000 to support the CREATE program based on the results so far.

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