



ANCS Fund Development Committee Report: November 2015

October 2015 Total received: \$17,917.18

Year to date received: \$29,593.06

Recent activities and initiatives:

Georgia Gives Day: Nov. 11: ANCS participated in GA Gives Day for the first time this year. Our goal was to receive \$10,000 in donations. We exceeded the goal and have reached \$14,770.00 (some donations are still coming in). There were 2,453 nonprofits who participated and we were ranked 25 in terms of total donors and 35 in terms of dollar amount raised. Also, in reviewing the donors, as far as we can tell roughly 35% of them were people who'd never donated to the school before.

Grandparents and Special Friends Day follow up: Following our mailer and table at both campuses for GP and Special Friends Day we received a large number of donations from grandparents. Our large monthly total this month is largely a result of grandparent donations in person or through our mailer. We are following up with the PTCA for a post-GP/Special Friends meeting to discuss planning for next year.

Development of Major Gifts Plan: The Fund Development Committee met on Nov. 3. One of the main discussion items was the development of major gifts. We have agreed upon an initial plan that includes 4 main giving levels (Sustain, Nurture, Cultivate, Thrive). We still will ask for a suggested \$400 per child, but will also create a major gifts program beginning at the \$1000 level. A higher "leadership level" plan will exist at \$2500 and up. The committee discussed having better recognition for donors, including an ongoing website list of all donors and the planning of a major donor recognition party. We also plan to have an alumni/ANCS celebration event at the end of the year during annual campaign week or soon after.

Software: We are following up with Greater Giving to review the details of possibly using them for donor software. We are also continuing to review other options before making a final decision.



2015 End of year mailer: We are working with Lucy Fry on a mailer for December 2015. This will be a simple greeting card format with an insert. Key messaging will be celebration and gratitude as well as highlighting our key goals and needs (including reducing class sizes, retaining teachers, professional development for staff, our farm to school program, building improvements, curricular initiatives).

Auction: We are thrilled to announce the 2016 Wonder Ball auction chairs: Lori Howard, Kelley Klein, Kelli Dyer. The committee is working with Holley Silirie to update the logo and theme. They are also setting up committee chairs and doing outreach for volunteers. Narin and Lori met with an auction Greater Giving consultant (Sarah Durry) who has sent a proposal for software/entry assistance. We would like to spend approx \$3000 on auction assistance through a consultant (she can do all the entry, website development, assistance the night of the event).



