

Fund Development Report

- ▶ September 2014 total received:\$3208.84
- ▶ Year to date received:\$11,675.88.
- ▶ Recent activities: ANCS grandparents were sent a letter and campaign brochure (mailed Oct 8–10). A campaign table was set up for GP Special Friends Day (Oct 16). We received a large number of donations at GP Day—sending mailers ahead of the event increased giving levels. New yard signs for the front of each building are up at both campuses.
- ▶ New Annual campaign mailer design: Photographs were taken for the mailer this month. Amy Damiani and Narin Hassan are reviewing images and working on art direction for the design. The goal is to have mailers sent to families in the first week of November.

- ▶ **Annual Campaign Updates:**
- ▶ The Fund Development committee met on Oct. 2. Agenda items included setting goals for the year, discussing branding and design for the campaign, reviewing initiatives (see goals material for more information) and board giving.
- ▶ “Why I Give” narratives: we are gathering narratives to use in campaign material and on the ANCS courier/newsletters
- ▶ Major giving program: The committee began to discuss a major giving program. Narin has started a draft of possible giving levels. Ideally, these would be included in our new mailer.
- ▶ Software: Narin met with new parent Rachel Ezzo to discuss software and has been researching various options. Narin has been in contact with Greater Giving to see if they have software that is compatible with the auction software we already use.

Other Fund Development News / Plans:

- ▶ **Auction update:** The auction contract is confirmed for March 5 at the Georgia Freight Depot.
 - ▶ Lori Howard is confirmed as chair; a few other parents have been contacted to see if they have interest.
 - ▶ Narin has contacted Greater Giving to confirm that we would like to use their auction software again and to request the names of consultants to help with entry, web design, technology support.
 - ▶ The Fund development committee discussed having better cohesion between the auction and annual campaign in terms of sponsor outreach and the development of a major donor program. One idea is to create a “fund a cause” or paddle raise portion of the auction where donors can give directly to a specific cause and we can track giving.
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