

## Development Committee Agenda/Notes

July 8, 2014

Meeting began at 6:05 PM

Adjourned at 7:10 PM

Attendance: April Boykin, Danielle Cagle, Karen Carlson, Patrice McCully, Marsha Viviano, Chad Goote, Andrea Tilton, Mike Winslow, and Hadley Winslow.

I. Mission, Vision, Job Description-complete the activity and review/approve the JD0

Notes: The template of the job description and guidelines for creating a mission/vision/goal statement was given to committee. Committee members will review and provide feedback in the coming 30days to complete this task.

II. Review template for creating a development plan

- a. Purpose
- b. Case Statement/Case for Support
- c. Goal/Direction
  - i. What is needed
    - 1. Direct Service
    - 2. Operational /Unrestricted
  - ii. How much is needed
- d. Methods of Fund Development
  - i. Annual giving
  - ii. Special events-ask, appreciation
  - iii. Capital giving-annual capital improvements
  - iv. Planned giving
  - v. Alumni program
  - vi. Business development program
  - vii. Grants (private, governmental)
  - viii. Contracts
- e. Methods for identifying donors
- f. Development of relationships with donors
- g. Recognition gifts
- h. Development Budget
- i. Fund accounting

Notes: Reviewed the contents of a typical development plan (as identified on the agenda) and identified within the next 90 days that the committee will create a plan addressing the areas that are specific to the school mission and vision.

III. Determine model of fundraising for Annual Giving

- a. Ask Events

b. Appreciation Events

Notes: Committee was provided information on the Benevon model and requested to familiarize themselves with this format of annual giving to determine if this is the model we wish to apply to fundraising. At next meeting a discussion and decision will occur about the model to implement fundraising.

IV. Grants

a. Short Term-priority

- i. Montessori Professional Development
- ii. Software and Professional Development

b. Short Term-secondary

- i. Gardens
- ii. Outdoor materials
- iii. Overlay

c. Long Term

- i. Gardens
- ii. Technology
- iii. Library

d. Vetting process for additional grant opportunities

- i. Mission Drift
- ii. Outcome Based Evaluation

e. Additional-support

- i. Charter Revisions

Notes: Discussion focused on eligibility to begin applying for grants because of having two years of operation and 990s. Identified that coordination and oversight by the development committee is necessary for grant writing to ensure that grants meet the mission, are viable for the school to deliver, that they do not overlap programs and that they are appropriate for the foundation/donor, etc. Marsha Viviano will create a guideline for vetting grant opportunities.

Tentative financial goals are:

25K is the goal for professional development

15K for the other items needed

37.5K for the PTO (raised through their planned giving)

25K for annual capital improvements

- V. Donors
  - a. Management
  - b. Data Base

Notes: A donor management software/ database and procedures for managing donors is needed to ensure that donors are fully vetted for the most appropriate ask, involvement and appreciation. Chad Goote will make a recommendation at the next meeting for the type of software to be used to best track and research donors.

- VI. Fundraising and Development Policy and Procedures
  - a. BOD Member Fundraising
  - b. Donor Relations
  - c. Gift Acceptance
  - d. Sponsorships

Notes: Policies and Procedures for managing donations need to be created. April has several templates and will provide as a starting point at the next meeting.

Next Meeting: August 12, 2014 6:00 PM 2 hours.

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## Mission Statements

A mission statement is the goal of the organization.

A mission statement consists of:

- Purpose statement
- Problem statement
- Target population
- Vision statement
- Statement of service
- Values and beliefs

A mission statement is important because:

- It communicates the essence of your organization.
- It defines service to be provided.
- It articulates the desired achievement-outcome.

The recommended elements:

1. Name of the organization
2. Statement of Purpose (problem)
3. Services provided
4. To whom (target)
5. What is your vision or goal
6. Values and Beliefs

The purpose of the Development Committee is to generate unrestricted and topic specific dollars to support school operations by creating a comprehensive fund development plan for Montessori of Winter Garden Charter School so that we can more fully meet the social, emotional, and academic needs of our children. We believe that these enhancements will grow stronger children with greater academic success.

## Goals and Objectives

**Goal: (what do you intend to achieve the mission)**

The Development Committee will create a grant plan.

**Objectives: (steps to do this)**

The Development Committee will create the grant plan by:

1. Researching available grants
2. Creating a grants calendar
3. Creating a replicable model of information for the case for support

## **DEVELOPMENT COMMITTEE JOB DESCRIPTION**

The Development Committee is responsible for creating and implementing a comprehensive sustainable fund development plan to support the mission and vision of Montessori of Winter Garden Charter School. The role of the development committee is to ensure that the organization's total development program is in concert with the organization's strategic direction and needs. The committee serves as the mechanism by which board members and other volunteers are involved in the fundraising process.

The development committee is charged with focusing the organization and its board on fundraising. This includes constant attention to the strength of the mission and case for support, the organization's accountability, the involvement of constituencies with the institution, the resources required to carry out the mission, plans for cultivating and soliciting the needed private funds, fundraising involvement, and demonstration of good stewardship.

The development committee works with the BOD chair, the Chief Executive Office, the chief development officer, and other development staff to provide valuable input for developing the fundraising plan and engaging the entire board in fundraising. The committee's responsibilities include the following:

- Ensuring that the case for support is strong, current, and based on the organization's mission and goals; and distinguishes the organization from others in the field
- Ensuring the organization has appropriate policies for board and staff action related to gift solicitation and recognition
- Developing expectations for financial contributions from the board, and providing leadership by making their own gifts (both outright and planned gifts)
- Helping to educate the board about environmental factors affecting fundraising among the organization's constituencies (e.g., current events, other organizations' activities, economic factors)
- Involving and motivating other board members and volunteers in cultivation and solicitation of gifts
- Helping to develop strategies for involvement and cultivation of major gift prospects (i.e., individual, foundation, and corporate)
- Helping to evaluate potential prospects for increased contributions
- Soliciting gifts at levels required for annual, special, and planned giving programs
- Participating actively in special events and providing leadership for capital campaigns
- Developing and signing solicitation and acknowledgment letters
- Providing access for staff to new major gift prospects



## **FUNDRAISING COMMITTEE JOB DESCRIPTION**

The fundraising committee leads the board's participation in resource development and fundraising. The committee is the board's central source of information about the fundraising climate in general, and about the status of the organization's fundraising activities in particular.

### **The committee**

1. Works with the staff to develop the organization's fundraising plan
2. Develops policies, plans, procedures, and schedules for board involvement in fundraising
3. Helps educate directors about the organization's program plans and the resources needed to realize those plans
4. Familiarizes directors with fundraising skills and techniques so that they are comfortable with soliciting contributions on behalf of their organization
5. Sets minimum guidelines for directors' contributions and then solicits those contributions
6. Plays a strong role in identifying, cultivating, and approaching major donors (individual and planned gifts, foundation, and corporate)

Prior fundraising skills and experience or a desire to develop such are important qualifications.

### **Fundraising Committee Charge**

- Advise the board on fundraising goals and priorities that support the association's strategic plan and financial plan, and obtain fiscal and other support for them.
- Develop relationships between the association and the commercial and private sectors, and to obtain fiscal and other support from them for association programs and activities.
- Develop a coordinated divisional fundraising plan that encompasses the activities and goals of the budget and finance, membership, and program committees.
- Develop a recognition program for vendors and individuals who contribute to the association cash, in-kind, and other gifts.
- Develop procedures for working with the association office for coordination of these activities.
- Plan and monitor activities using the association's strategic plan as a framework.

## **THE DEVELOPMENT COMMITTEE'S RESPONSIBILITIES TO MAJOR GIFTS**

In concert with development staff:

1. **Identification:** Members assist in identifying potential major gift donors based on their own personal knowledge of linkage, ability, and interest.
2. **Qualification:** Members assist the organization in determining how likely a prospective donor might be to make a major gift and at what level.
3. **Development of Strategy:** Members help determine specific strategies for potential major donors based on their knowledge of the prospective donor level of engagement and interests.
4. **Cultivation:** Members assist in efforts to involve prospective donors more closely with the organization, inform them of potential projects, and determine approaches for solicitation.
5. **Solicitation and Negotiation:** Members join soliciting teams to make personal calls with other volunteers or organizational representatives to ask for major gifts and negotiate for gift amounts and terms.
6. **Acknowledgment:** Members express gratitude directly to those donors whom they have solicited.
7. **Stewardship:** Members make certain that major gifts are used for intended purposes and report to major donors on the impact of their gift.
8. **Renewal:** Members should support staff in determining when it might be appropriate to approach a major donor for another major gift and essentially begin the eight-step process again.