

The Delaware Met
Year 1 Fundraising Plan
November 2012

Newly approved public charter schools in Delaware historically have received \$725,000 in federal start up-funds during the school's planning year and first two years of operation to support costs associated with opening a new charter school. However, because of a change in the federal charter school start up grant program, charter schools approved by the state in May 2012 will no longer benefit from this funding and must seek private donations to ensure a successful launch. To supplement The Delaware Met's projected budget during the planning years and first four years of operation, the Board of Directors will seek to fundraise approximately \$300,000. Additional funding for the school will be secured through an operating loan and a capital loan. Some preliminary conversations have been had with three funders regarding the school's fundraising strategy— The Rodel Foundation of Delaware, The Longwood Foundation, and The Welfare Foundation. Following approval, The Delaware Met board with the help of Innovative Schools, will complete grant application for each foundation's earliest available grant cycle.

Fundraising will begin following the State's approval of The Delaware MET charter application and will be managed by the Finance and Facilities Committee of the board in partnership with the school leader and CMO. The Delaware MET plans to contract with Innovative Schools for Back Office Support services following charter approval; Innovative Schools will ensure that appropriate accounting protocols are in place to accept philanthropic donations.

SECTION 1: ORGANIZATIONAL FUNDING GOALS

Need	\$ GOAL
School Leader-Planning Year	\$90,000
Start-up related expenses	\$265,321
Capital Expenses	\$150,000
TOTAL NEED	\$505,321
Revenue	
Operating Loan	\$150,000
Capital Loan	\$150,000
Fundraising	\$300,000
TOTAL POTENTIAL REVENUE	\$600,000

SECTION 2: FUNDRAISING GOALS BY SOURCE

Potential Revenue By Source

Revenue sources	Projected \$
Individual donors (Board of Directors)	\$6,000
Foundation grants	\$550,000
Corporate gifts	\$15,000
Special events	\$10,000
TOTAL REVENUE	\$581,000

Projected Revenue By Fundraising Strategy

Fundraising strategies	Projected \$
Individual Donors	
Board of Directors	\$2,000
Online/email giving	\$1,000
Brick Campaign (\$50/brick)	\$3,000
Foundation Grants	
Longwood Foundation	\$250,000
Welfare Foundation	\$150,000
Laffey McHugh Foundation	\$20,000
Crystal Trust	\$20,000
Gilliam Foundation	\$10,000
Rodel Foundation of Delaware	\$100,000
Corporate Gifts	
Delaware Business Roundtable	\$15,000
Special Event	
The Delaware Met Opening Celebration	\$10,000
TOTAL REVENUE	\$581,000

Other Benchmarks	Projected
# Donors >\$250	10
# Donors <\$250	75
# Individual donors	85
# Face to face donor meetings	20
# Names on donor email list	400
# Website donations	50

SECTION 3: FUNDRAISING STRATEGIES

INDIVIDUAL GIFTS

STRATEGY	ACTIONS	STAFF INVOLVED
Solicit donations from Governing and Founding Board of Directors. Goal is to raise a minimum of \$2,000, with 100% of the Board contributing at giving levels that are reasonable yet meaningful to each of them.	<ul style="list-style-type: none"> Develop Board Solicitation Letter Discuss Board Giving Goal at June Board Meeting Identify key point of contact to have individuals conversations with each Board member to answer any questions Send reminder emails to those individuals that do not submit donation in October and March. Submit thank you and donor acknowledgement letter for tax purposes with-in one week of their gift. 	Fundraising Committee/ School Leader

	<ul style="list-style-type: none"> • Update Board on progress with meeting Board giving Goal at monthly Board meetings. 	
<p>Create awareness about The Delaware Met fundraising needs by establishing an Online/Email Giving campaign.</p> <p>Goal is to raise a minimum of \$1,000 utilizing this resource, with at least 40 individuals donating \$25/person.</p>	<ul style="list-style-type: none"> • Develop text and giving levels for online giving page that clearly communicates needs and impact of gift. • Research companies that provide customized online giving services • Select provider by July 1, work with Innovative Schools to have online giving incorporated into website • Reach out to local non-profit organizations to help advertise the online giving campaign in their newsletters. • Develop messaging to be included on all print materials directing individuals to the online giving section of the Delaware MET website. • Develop and send electronic email about Delaware MET fundraising needs; send out twice during the year in December and in June to entire email list. • Work with Innovative Schools to ensure that online giving is properly recorded in Delaware MET financial records • Monitor progress on donations monthly 	Fundraising Committee/ School Leader/ Innovative Schools
<p>Engage individuals in The Delaware Met Capital Campaign by establishing a "Brick Campaign."</p> <p>Goal is to raise a minimum of \$3,000 using this strategy, with at least 60 individuals purchasing a brick for \$50.</p>	<ul style="list-style-type: none"> • Discuss Brick Campaign idea with architect and landscapers prior to construction to determine best way to incorporate strategy into building design, determine size and finish of bricks • Research companies that provide brick engraving services • Develop flyer about the Brick Campaign; incorporate messaging onto website as well • Develop thank you letter/donor acknowledgement form to send to individual who purchase brick. • Acknowledge donors on the Delaware MET website and at the Delaware MET Opening Celebration 	Fundraising Committee/ School Leader

FOUNDATION GRANTS

STRATEGY	ACTIONS	STAFF INVOLVED
Solicit donations from local Foundations. Goal is to raise a minimum of \$550,000 from this resource.	<ul style="list-style-type: none"> • Research information on Foundations to determine grant deadlines, application criteria, etc. • Identify main contact at Foundations and schedule face-to-face meeting to share information about the school and discuss the Foundation's goals and giving interests 	Fundraising Committee/ School Leader

	<ul style="list-style-type: none"> • Write applications, have at least 3 proof readers review application before submission • Follow-up with contact after outcome of proposal is known; submit thank you letter. • If application was not funded, ask contact for feedback. • If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year. • Acknowledge all gifts on The Delaware MET website. Update Board on progress. 	
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CORPORATE GIFTS

STRATEGY	ACTIONS	STAFF INVOLVED
Solicit donations from local corporations. Goal is to raise a minimum of \$15,000 to support the cost of school van.	<ul style="list-style-type: none"> • Identify contact to inquire about a presentation for the Delaware Business Roundtable. • Develop presentation; appropriate materials to share at meeting. • Determine if there is an application process. • Send thank you note and schedule individual follow-up meetings with each representative on the Delaware Business Roundtable to build key relationships. • Follow-up with contact after outcome of presentation is known. • If application was not funded, ask contact for feedback. • If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year. • Acknowledge all gifts on Delaware MET website. • Update Board on progress; share info with key stakeholders in monthly newsletters 	Fundraising Committee/ School Leader

SPECIAL EVENTS

STRATEGY	ACTIONS	STAFF INVOLVED
Organize a fundraising cocktail hour to coincide with The Delaware MET opening celebration. Goal is to raise a minimum of	<ul style="list-style-type: none"> • Determine best date for the Opening Celebration • Identify key people to manage opening celebration, develop timeline with key dates • Ask a Board member to donate home for purposes of cocktail hour 	Fundraising Committee/ School Leader

<p>\$10,000 from this event with at least 50 individuals contributing a minimum of \$250</p>	<ul style="list-style-type: none"> • Identify caterer • Develop invitations • Develop invite list • Identify key guest speaker to attend • Solicit gifts for silent auction • Develop materials to share with guests • Send thank you letters to all guests and businesses that donated prizes • Acknowledge all gifts on The Delaware MET website • Update Board on progress; share info with key stakeholders in monthly newsletters 	
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SECTION 4: SUPPORT MATERIALS (TO BE DEVELOPED)

- Case for support describing the funding needs and the school's benefit to the community (will utilize materials developed for marketing purposes)
- The Delaware MET 501 c3 letter (to be obtained)
- The Delaware MET Board of Directors List (to be obtained once governing Board has been selected)
- Project budgets for each giving area identified (to be developed once building site has been selected, quotes obtained for school van and technology)
- Board Solicitation Letter
- Donor acknowledgement letter
- Audit (to be obtained Year 2 of operation)