

# Development Committee Meeting Agenda

5:30pm - 6:30pm on December 17th, 2020

via Zoom Meeting Conferencing as per State of LA Proclamation #2020-30

**Present:** Todd Taylor, Melanie Askew, Ashley Shabankareh, Jonathan Stewart

The meeting was called to order at 5:37pm

Jonathan made a motion to approve the meeting agenda. Todd seconded. The motion was approved.

## **Reconciled Development Report:**

Ashley went through the development report and noted that the report is pulled from Kindful, but does not include checks or facebook information.

Todd asked if we knew who helped solicit the gifts. Ashley indicated that she was unsure, but we can check to see how many of our donors are parents.

## **Old Business:**

### *Development Training:*

- Ashley asked what kind of training would folks be interested in.
- Todd mentioned that he really liked how Dr. O broke down everything from the Academic Committee - wondering if we could do something similar at one of our future meetings. Ideally doing something similar with Development.
- Jonathan mentioned that we could get together information for annual giving. This is a big section to approach. It would also be great to get in parental involvement - find ways to engage our parents and make it a challenge between classrooms. (Ex. get every parent to \$5). Reward the classroom who raises the most.
- Melanie mentioned the idea of a bring in funder model for our board, as well as a signature event.

### *Policies & Procedures - Gift Acceptance*

- Ashley mentioned that she'd be working on a gift acceptance policy for us to adopt as a board.

### *End of Year Giving:*

- Ashley asked what sort of information would be helpful for folks for end of year giving.
- Todd mentioned it feels so close to Giving Tuesday. We could replicate aspects in appeal.
- Jonathan said from a planning standpoint, we should run the course of GiveNOLA, Signature Event, and Parents.
- Jonathan also suggested we do a charter day for giving. It's unique to us and no one else. (May the 18th?)

## **New Business:**

### *Review of Development Plans (Including Signature Event):*

- Discussion was had about the signature event being a heavier lift on the board.
- Ashley mentioned that we should be mindful of people's abilities to contribute at this time.
- Jonathan mentioned that now would be the ideal time to start planning our first major signature event, especially in light of COVID. An example was: <https://www.gretnajubilee.com/>
- Ashley mentioned in the first year we could plan to host at the school. She also mentioned the idea of auctioning off student art to benefit Elan.
- Additional discussion was had around possible collaborations with schools on the Westbank.
- *The goal is to set a date/time frame by our next meeting.*

**The meeting was adjourned at 6:20pm.**