

Development Committee Meeting

November 1, 2023

9:00 – 11:00 am

Zoom Meeting

Attendees: Cameron O'Brien, Dawn Griffin, Deb Sudbury, Frank Glover, Joe Arnold, Kathe Brown, Katie Oliver, Omar Dione, Salim Bhatia, Atoya Upshaw, Callie Hudak, Lawrence Harris

Time	Agenda Item
9:00 AM	<p>Welcome + Connections</p> <ul style="list-style-type: none"> • Agenda Overview • Consent Item – 9/6/23 Minutes <ul style="list-style-type: none"> ○ Motion – Deb Sudbury ○ Second – Dawn Griffin • Connections – What are you looking forward to during the upcoming holidays? • KIPP Metro Atlanta Schools Highlights + Updates <ul style="list-style-type: none"> ○ Author Reading at KIPP STRIVE Primary School ○ Book Character Days and Fall Festivals ○ National Career Development Month
9:20 AM	<p>Fundraising + Impact Team Updates</p> <ul style="list-style-type: none"> • FY24 Fundraising Progress Update, Overview <p><i>Notes:</i></p> <ul style="list-style-type: none"> ○ Goal and strategy alignment created to include a list of monthly goals to measure input and output ○ October 31st goal reached and closely reaching the goal for November ○ 74.5% to goal ○ Increased commitment from Cox Enterprises (STEM Curriculum) ○ Key Events: Giving Tuesday, Night of Impact, AYSTAK ○ Avoid April 22-23 for AYSTAK (Holiday) ○ Send board and committee members email templates that they can use to encourage giving for Giving Tuesday ○ KIPP ATL Experience (school tours); Use the school tours as an introduction/welcome to KIPP ATL ○ Continue to emphasize and plan for how we deepen our relationships and stewardship with donors ○ Add board and committee members to meetings with foundation partners so they can help us as a bridge ○ Ensure we share information with board and committee members about upcoming Foundation meetings so they can leverage existing relationships if they exist.
9:40 AM	<p>Night of Impact Updates + Sponsor Discussion</p> <p><i>Notes:</i></p> <ul style="list-style-type: none"> ○ March 14, 2024 ○ 5-7 confirmed locations

	<ul style="list-style-type: none"> ○ Sponsorship levels and benefits have been finalized ○ KIPP foundational overview for donors to be included. Go deeper at Night of Impact on what KIPP ATL is, what makes us different, how we operate, and why they should support ○ Staff, faculty, students, and alumni presence during the event ○ Posters have been successful in previous years ○ Potential sponsors have been identified to increase donor donations ○ Digital marketing strategy has been approved. Consider what staff will be needed to execute digital marketing strategy ○ Inspire: Phase II of individual giving work with Inspire/Bain – meeting scheduled for next week ○ Fundraising plan: Identified external partner to develop a fundraising plan to align with 2025 strategic plan
10:10 AM	<p>End of Year Update</p> <ul style="list-style-type: none"> • Giving Tuesday – 4-week campaign • Annual report and holiday card to be distributed by the end of the year
10:20 AM	<p>Next Steps + Close</p> <ul style="list-style-type: none"> • Night of Impact sponsorship form to be distributed to board and committee members by November 17 • Next meeting: January 3, 2024 • Giving Tuesday: November 28, 2023 • Night of Impact: March 14, 2024
10:25 AM	Adjourn

2023-24 Development Committee Meeting Dates

9:00 – 11:00 am

In-Person (location TBD)

Wednesday, January 3, 2024

Wednesday, March 6, 2024

Wednesday, May 1, 2024