

KIPP Metro Atlanta Schools

Development Committee Meeting Minutes

January 10, 2024

1:00 – 3:00 PM

KIPP Regional Support Team Office, 1445 Maynard Rd NW, Atlanta, GA 30331

Attendees: Nikki Goodson, Callie Hudak, Lawrence Harris, Torrey Bates, Deb Sudbury, Joe Arnold, Kathe Brown, Cameron O'Brien, Katie Oliver, Omar Dione, Frank Glover, Dekia Scott

Time	Agenda Item
1:00 PM	<p>Welcome + Connections</p> <ul style="list-style-type: none">● Agenda Overview● Consent Item – 11/1/23 Minutes<ul style="list-style-type: none">● Motion: Frank Glover● Second: Joe Arnold● Connections Reflections: What is one thing from the past year that you are proud of?<ul style="list-style-type: none">● <i>Kathe Call To Action:</i> Mentoring our graduates should be a priority & acknowledging those publically who are giving.● KIPP Metro Atlanta Schools Highlights + Updates<ul style="list-style-type: none">● KAC SR Named Posse Scholar - Niya Colbert● KIPP Forward succeeding and scholars matriculating through college and careers.● KIPP Soul, WAYS, & Vision Scholars receive laptops● The Atlanta Fire Department gave KIPP WAYS scholars bikes for Christmas.● New Year's Eve Soiree raised \$12,000 for KIPP Metro Atlanta Schools.● <i>Omar Suggestions:</i> Partnering with surprise & delight with Chick-fil-A to celebrate partners who have given & True Inspiration.● Acknowledgement of Callie transitioning after 7 ½ years.● Request with Omar to share Impact Team JD's to post on Linked In.
1:20 PM	<p>Fundraising + Impact Team Updates</p> <ul style="list-style-type: none">● FY24 Fundraising Progress Update, Overview <p>Notes:</p> <ul style="list-style-type: none">● Progress to goal \$2,874, 674 raised of \$3,500,000 goal 82.1%<ul style="list-style-type: none">○ Goal & Strategy met for December● Currently at highest dollar amount raised YTD in 7 years.● Working on plan to recognize individual donors.● Suggestion: Major Donors willingness to be a part of video on their "Why KIPP?"● Working on target dates for annual report.● Key Dates NOI - March 14, 2024 & AYSTAK - April 11, 2024● The KIPP ATL Experience Jan 24, 2024 & March 25, 2024● Suggestion: Consider moving KIPP ATL Experience in the future so that start location would be more convenient

	<ul style="list-style-type: none"> • ROS for KIPP ATL Experience shared by Nikki Goodson.
1:40 PM	<p>Night of Impact Updates + Sponsor Discussion</p> <ul style="list-style-type: none"> • 7 Host locations & 6 Sponsors to date • KIPP Alumni event being hosted by KIPP Forward. • Intentional Invitations being sent out to each Board member. • Working on roster & staff support at each site. • Development and Marketing & Communications is meeting next week to discuss packages for each site. • Save The Date & RSVP link will be re-sent. • Night of Impact Potential Sponsors
2:10 PM	<p>Development Strategy Update</p> <p>Digital Marketing Strategy:</p> <ul style="list-style-type: none"> • Signed agreement with Pinkston • Jan-Feb Donor Interviews/research • February- Development workshop that will be Pinkston- facilitated. • Will agree upon a strategic way forward. • March-July <ul style="list-style-type: none"> ○ Digital Marketing Strategy Development <ul style="list-style-type: none"> ■ Asset identification ■ Audience definition ■ Strategy development and planning <p>Inspire:</p> <ul style="list-style-type: none"> • Received final update form inspire and will be consolidating their findings into a report, and use it to develop recommendations and strategies.
2:20 PM	<p>Next Steps + Close</p> <ul style="list-style-type: none"> • Share Pitch Deck on marketing recommendations • Continue Outreach to prospective Night of Impact sponsors and guests. • Development team will continue to follow up regarding Night of Impact and next steps. • Next Development Committee Meeting <ul style="list-style-type: none"> ○ March 6, 2024 • Look ahead- Save The Date! <ul style="list-style-type: none"> ○ Night of Impact <ul style="list-style-type: none"> ■ March 14, 2024 ○ Are You Smarter Than a KIPPster? <ul style="list-style-type: none"> ■ April 11, 2024 ■ Location: Open to recommendations

2:25 PM Adjourn

<p align="center">2023-24 Development Committee Meeting Dates</p> <p align="center">9:00 – 11:00 am</p> <p align="center">Locations TBD</p>
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Wednesday, March 6, 2024
Wednesday, May 1, 2024

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