

KIPP Metro Atlanta Schools

Development Committee Meeting

March 6, 2024

9:00-11:30 AM

ATTENDEES: Joe Arnold, Salim Bhatia, Deb Sudberry, Dr. Lawrence Harris, Torrey Bates, Atoya Constantine, Rotonda Smith, Teberina Johns, Kathe Brown (Zoom)

- Dr. Harris opened up meeting at 9:11am
- Wants to debrief the Pinkston Workshop; discuss strategy
- Planning next year for Fall and Spring campaign event for next meeting

KIPP Regional Support Team Office, 1038 White Street Suite 2nd Fl. D1, Atlanta GA 30310

Time	Agenda Item
9:00 AM	<p>Welcome + Connections</p> <ul style="list-style-type: none">● Agenda Overview● Consent Item – 1/10/24 Minutes (Deb shared; needs a motion to approve; Joe, Kathe, approved motion)● Connections Dr. Harris asked “What is your superpower?”● KIPP Metro Atlanta Schools Highlights + Updates <ol style="list-style-type: none">1. Steward relationships – example: COX Partnership; a part of the STEM partnership, giving a \$25,000 match gift for STEM efforts (time, talent, treasure) DELTA partnership, wanted to capture her “Why is she a Big KIPPster”?2. Pinkston Workshop - takeaways<ol style="list-style-type: none">a. Deb - great intro into a lot of conversations; how are we reaching and talking to various groups of peopleb. Salim - participation was remarkable from Development (advocacy, enrollment, marketing) that was all in the room, the synergy in the room; impressed that the silos have come down and everyone “rowing in the same direction” - Joe Arnold;3. Next week, we want to ensure staff, employees, and families are internally giving; seeing staff to give \$224 for NOI; employees asked to give \$21 (staff contributed; percentage of people?); want a plan<ol style="list-style-type: none">a. Salim thinks there’s strength to hear about internal giving; automated givingb. Joe - if they are giving most likely they are willing to get others to give
9:20 PM	<p>Fundraising + Impact Team Updates</p> <ul style="list-style-type: none">● FY24 Fundraising Progress Update, Grant Updates- YTD - \$403,000 left to goal- Where will the Night of Impact money go? Special Events- AYSTAK is an advocacy and engagement event; no longer a donor fundraiser (new location - Buckhead Club)- Deb suggests a focus on relationship building; increasing resources, maximizing time, which all impacts our relationships

	<ul style="list-style-type: none"> - Deb would like us to consider no longer “having your hand out” approach to asking money all the time - Joe recommends opportunities to invite “friends” back just to say THANK YOU! - Joe is delighted to see the dates of things they can be involved with - <u>Add more tours post NOI</u> - Committee will engage in an exercise to provide feedback on the KIPP ATL Experience at the May meeting. - Dekia requested one page of financial timeline to pitch to Foundations, Corporations <ul style="list-style-type: none"> - Ex. Georgia Power Foundation - ● New Hires Introduction Highlight - Rotonda Smith and Teberina Johns
10:00 AM	<p>Night of Impact Updates + Sponsor Discussion</p> <ul style="list-style-type: none"> - Giving priorities and opportunities for funding were discussed - Deb suggest to create “Talking Points” for hosts to use at NOI sites - The idea came up to make KIPP recognizable at NOI locations (shirts, pins) - Will each site have an internal goal to raise? WHAT ARE YOUR GOALS (PER SITE)?
10:30 PM	<p>Development Strategy Update</p> <ul style="list-style-type: none"> ● Torrey 60 Day Assessment <ul style="list-style-type: none"> - Establish a consistent process to ensure we are “Thanking” donors, constituents, and sponsors after events and annually; committee agreed - Discovered large gaps of financial gifts not being logged - Dr. Harris is planning to create a <u>roles & responsibility</u> doc to send out to board and staff, for efficiency - Update and improve our database in Raiser’s Edge - The idea to have Board members listed as “FUNDRAISERS” in the RE system; where they can have access to connect with their guests, and be held more accountable in engagement - Shared with committee that we have a regional calendar we would like to develop; - Question was presented: What is the strategy of getting a scholar to the next level that will benefit them? “WHAT IS THE STORY WE TELL THEM!” ● Development Path Forward <ul style="list-style-type: none"> - (Phase 2) – is a 4 month process with the Pinkston Workshop; to help publish what our next steps will be - It was suggested for short video clips be created, as email attachments, for distribution
11:00 AM	<p>Next Steps + Close</p> <ul style="list-style-type: none"> - Continue outreach to prospective NOI sponsors and guests - Achieve \$340,000 Fundraising Goal

11::15 AM	Adjourn <ul style="list-style-type: none"> - Motion was made by Dr. Harris and approved by Joe, Salim, Deb and Atoya - Officially meeting is adjourned at 11:12am

<p align="center"> 2023-24 Development Committee Meeting Dates Wednesday, May 1, 2024 9:00-11:30 AM Location TBD </p>

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