



Development Committee Meeting Notes

May 1, 2024

9:00-11:30 AM

ATTENDEES: Joe Arnold, Frank Glover, Deb Sudberry, Dr. Lawrence Harris, Torrey Bates, Atoya Constantine, Rotonda Smith, Teberina Johns |

(Zoom): Katie Oliver, Dekia Scott, Salim Bhatia, Dawn Griffin; Cameron O'Brien

- Dr. Harris opened meeting at 9:07am

- Wrapping up final committee meeting with fundraising and event recaps of FY 2023-24

- Wants to showcase new development fund plan and strategy for FY 2024-25

- Celebrate Development Committee for valuable insights, hard work, and dedication in engaging in all plans & events requested; welcoming new development team/staff

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

Time	Agenda Item
<p>9:00 AM</p>	<p>Welcome + Connections</p> <ul style="list-style-type: none"> ● Agenda Overview ● Consent Item – 3/6/24 Minutes (Frank shared; needs a motion to approve; Joe and Deb approved motion) ● Connections question – “Reflect on the 2024-2025 school year: Share one highlight and one area that you look forward to our team improving next year” ● KIPP Metro Atlanta Schools Highlights + Updates <ol style="list-style-type: none"> 1) NOI Impact <ol style="list-style-type: none"> a. Successful site locations – committee expressed gratitude and excitement for the fun turnout and impressed how much we raised b. Net revenue - \$334,185.72 2) Junior Achievement Partnership 3) Enrollment Insights 4) AYSTAK 5) KIPP ATL Experience Tours <ol style="list-style-type: none"> a. Committee enjoys the opportunities to invite colleagues; and share what’s happening at our schools b. Avion Abreu (Joe Arnold connect); joined KAC tour and is interested in joining the advocacy committee
<p>9:20 AM</p>	<p>Fundraising + Impact Team Updates</p> <ul style="list-style-type: none"> ● FY24 Fundraising Progress Update <ul style="list-style-type: none"> - Create cookie cutter grant letters for giving opportunities - Streamline our process to keep track of unrestricted funds to log what comes in; and what’s going out (being used for) - Previous complaints about donors not receiving tax receipts in the past; new development team is streamlining this process to create a sustainable procedure in responding timely to all donors that give - \$80,000 away from reaching our \$3.5M goal this FY 2023-24 - Reveal the Shield is last event, this FY 2023-24, being supported with sponsors ● Grant Updates <ul style="list-style-type: none"> - The Marcus Foundation: pending - The Foundation For A Better World: pending - Chick-fil-a: open - SnapDragon Foundation: pending - Comcast: awarded - Woodroof Grant: awarded

	<ul style="list-style-type: none"> - Zeist Foundation: pending - Create a transportation strategy – possible partnership with Thunder Bay <ul style="list-style-type: none"> o This is a scholar family targeted strategy to tackle absenteeism with our scholars o It was requested to have Ra’chel Ford assist with this strategy
<p>10:00 AM</p>	<p>Development Fund Strategy</p> <ul style="list-style-type: none"> ● Mr. Bates shares 2024-25 Development plan with the Committee <ul style="list-style-type: none"> - Pinkston & hiring a new company to roll out our plan; then audit results - Deb believes we need to be inundated with digital marketing; what is our true market analysis - Digital campaign starts Nov-Jan - Following policy procedure; what does the 3-year calendar looks like - Pinkston proposal must follow a policy/procedure with finance before plan can be laid out - “Last Lap” campaign – includes direct mailers; to go out to lapsed donors; Reveal the Shield sponsorships; strategy from new donor acquisition - “Thought Exchange” platform was shared as the space to rank top priorities and get real time response from committee - “Best of KIPP” special event was presented as new top revenue generating fundraiser for FY 2024-25; well received and understood by committee - AYSTAK will remain but no longer designed to be our top fundraiser; per Mini’imah’s request to keep it going, but now as a gratitude event - Shared understanding amongst committee of spreading NOI events throughout the 2024-25 school year (fall, spring, winter, summer) versus having one NOI event all on the same, one night - Coordinating bi-monthly tours was shared with committee in regard to our special events strategy; committee will let us know their thoughts on this; particular how many to host within a year with other events – looking for response/feedback on Thought Exchange platform
<p>11:00 AM</p>	<p>Next Steps + Close</p> <ul style="list-style-type: none"> ● Receive input & feedback on Strategy through Thought Exchange. ● Connect Board Members to Foundation relationships. ● Collaborate internally with staff for grant management calendar ● Incorporate sponsorship opportunities. ● Planning a lunch and learn/ Development Committee Retreat ● Thank Kathe Brown for connecting us to a colleague who is funding the hiring of a database cleanup consultant
<p>11:10 AM</p>	<p>Adjourn</p> <p>Motion was made by Dr. Harris; approved by Joe, Frank, Deb & Atoya</p> <p>-meeting officially adjourned at 11:10am</p>