

Committee Report – Development Committee

Date of Report: November 21, 2015
Submitted by: Dan Greenfield
Date of Last Meeting: November 21, 2015
Date of Next Meeting: January 23, 2015

Attendees: Linda LaFrombois, Geoff Rogers, Michael Waldman, Julie Christensen, Christian McGuire, Kate Tetmeyer, Liza Halverson, Tim Boudreaux, Chris Rovn, Jeff Eller, Dan Greenfield

Motions / Actions for Next Board Meeting

- None.

Actions for Next Committee Meeting

- Jeff to develop form for groups to present prioritized fundraising requests and send to group.
- Linda will archive development materials on Nova server to make our activities more repeatable.
 - Document Give to the Max promotional activities / emails (Linda)
 - Document postcard mailer production process (Julie / Kate)
- SweeTen:
 - Dan will contact Lisa Kleingarn to see if any materials can be leveraged from last year.
 - Chris / Jeff will investigate vendors that can provide the raffle infrastructure.

Meeting Notes

- Great Gatherings (Liza): Great Gatherings raised \$22,000 gross and netted \$15,000 after costs. \$2500 of proceeds was donated to Nova for a staff break-room. Now focused on selling out remaining gatherings and on passive income (e.g., Amazon Smile, etc.).
- Give to the Max (Linda): Give to the Max raised \$50,585 this year, up from \$38,000 last year. Linda did a great job generating interest & excitement all day with hourly updates. 149 Nova families contributed (26% of total families). A goal for next year would be to broaden participation by asking families to make a gift of any size and report on the participation percent.
- Postcard Mailing: Kate, Linda, & Julie worked together to design and mail a full-color postcard with key fundraising dates to the Nova community. This only cost \$580 for 500 postcards and seemed to generate a good return on the investment. One thought for next year will be to mail the postcard further in advance. We will also determine if a similar postcard should be mailed in advance of SweeTen, the Nova Classica, and the Carnival.
- Development Letter: A letter outlining the rationale for fundraising was emailed to the Nova community on Friday, Nov. 6th. We currently plan to send a similar letter next fall.
- SweeTen: Julie, Linda, & Kate have volunteered to lead this event. Ideas include:

- Pursue the Match donations again this year.
- Consider a raffle for a prize (iPad or GoPro)
- Can we leverage the proximity to the Nova Classic & Carnival?
- Ask for volunteers (students?) to generate short promotional videos.
- Nova Classic (Geoff): A notice has been included in the Nova News asking for volunteers, and we may utilize student-athletes as volunteers as well. Chris is identifying lower-cost options for the timer and t-shirts.
- Jeff provided an update on the Facilities / Outdoor Space plan.
- Group updates:
 - NPTO: Post Great gatherings, the NPTO is now focused on selling out remaining gatherings and on generating passive income.
 - KRT: Planning to establish a 501(c)3 to support fundraising. May be able to leverage the PTO bylaws and incorporation documents. Will be acquiring a popcorn popper for concessions. Wrapping up fall sports banquets.
 - *Collegium Musicum Novae Music Support Group*: Christian has been investigating portable Wenger studios (small soundproof studios) to enable students to attend lessons during the school day.
- Our next meeting will be January 23rd.

Development Committee Objectives – 2015/16

1. Raise \$150,000 in development funds for Nova, by successfully executing on:

a. Give to the Max	\$50,585 as of Nov 21.	(goal of \$50,000)
b. Sweeten	\$30,000	(Julie, Linda, Kate)
c. GEM Donations	\$15,000	(Dan)
d. Nova Classic	\$1,000	(Geoff)
e. Other	\$55,000	(NPTO, First Tech,...)

2. Build Development capability and potential at Nova
 - a. Communicate importance of Development to Nova community – **letter sent on Nov. 6th, postcard sent on Nov. 3rd**
 - b. Build “Sustaining” Programs (GEM, etc.)
 - c. Develop sustainable process to make development activities easier & more repeatable in future years
 - i. **Documenting activities, Linda has set up a dedicated folder on the Nova server**
 - d. Identify Grants that may be a good fit for Nova

3. Develop financial processes and/or structure to allow Nova groups
 - a. **KRT is pursuing 501(c)3 status to support fundraising. The Music Support Group is interested in working with the KRT.**

4. Provide coordination across various Nova groups which engage in fundraising
 - a. Avoid detracting from current general fundraising efforts
 - b. Avoid duplicate “asks” of potential donors
 - c. Look for ways to mutually reinforce each group’s fundraising efforts

5. Provide recommendations to Administration and the Board on how to utilize funds that are generated
 - a. **Jeff is developing a form to prioritize requests.**