

Graham Public Education Foundation
10-3-2010
Capital Campaign Executive Summary

*We will ask each Board Member to volunteer for one or more of the following sub-committees. This will be done via virtual meeting/email.

*Initial Capital Campaign

- Targeted Group Luncheons
- Corporate Campaign

*Formal Campaign

- GISD Campaign
- Community Campaign

*Allocation Committee

- Teacher Application for Grant Awards
- Award Initial Teacher Grants

*Public Relations

- ON GOING Committee
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Initial Capital Campaign Expected Outcome: Prior to launching a public capital campaign, the Graham Public Education Foundation Board of Directors believes it is necessary to personally contact and solicit donations from local benefactors with a history of philanthropy. To that end, GPEF will host 4 luncheons with groups of benefactors and present the new foundations mission, vision, goals, and initial timeline for projects.

Groups:

1. Oil and Gas Industry
2. Small Business Owners
3. Financial Services Industry
4. Civic Organizations

Step #1 in Initial Capital Campaign:

Solicit names from GPEF Board members of likely contributors in one of the four groups. GISD will send invitations to the people nominated by the Board. GISD will create a power point, brochure, and pledge card. Invite interested GPEF Board Members to attend luncheon and initial presentation.

The Plan of Action and Timeline for these Presentations will be as follows:

Group	Date, Time, & Location	Presenters	Persons Responsible	Expected Outcome
Graham Civic Organizations	TBD	Peggy Sonnenberg, Beau Rees, Suzy Graham	Suzy Graham, Beau Rees, Peggy Sonnenberg,	Secure Obligations from Graham Civic Organizations as Founding Donors
Financial Services Industry	TBD	Bob Coleman, Beau Rees, Danny Cusenbary, Mark Thayer, Suzy Graham	Bob Coleman, Beau Rees, Suzy Graham, Mark Thayer	Secure Obligations from Graham Financial Service Industries as Founding Donors
Oil and Gas Leaders	TBD	Mark Thayer, Suzy Graham, Angie Graham, Beau Rees	Mark Thayer, Suzy Graham, Angie Graham, Beau Rees	Secure Obligations from Graham Civic Organizations as Founding Donors
Small Business Owners	TBD	Mark Thayer, Wyatt Pettus, Suzy Graham, Beau Rees	Mark Thayer, Wyatt Pettus, Suzy Graham, Beau Rees	Secure Obligations from Graham Small Business Owners as Founding Donors

Donations from these individuals will be used in the public capital campaign to garner additional support and momentum for the newly created foundation.

In addition to these local benefactor luncheons, GISD will initiate a corporate campaign. This will consist of soliciting founding member donations from vendors who do business with Graham ISD. The people responsible for this corporate campaign will be Beau Rees, Don Davis, Clay Wright, and Ashley Stewart.

Formal Capital Campaign, Allocations Committee, and Public Relations:

STEP 1: After the initial Capital Campaign is complete, GPEF will launch a formal capital campaign. The first step in this process is the formal introduction of GPEF to the GISD Staff. This will occur on January 3, 2011. GISD has hired Kids Who Care to do an all district presentation to our staff. After this presentation, GPEF will be introduced to GISD staff and a district-wide staff participation campaign will begin. GISD will be asked to donate \$20.00 per person. If all GISD staff give \$20.00 a total of approximately \$6,000 will be raised for the GPEF Capital Campaign.

STEP 2: Formal event fundraisers will be organized by the Fundraising Committee of GPEF. Ideas for these events include: Bowling tourney, golf tourney, silent auction, etc.

STEP 3: Teacher applications will be solicited for teacher grants this spring. Beau Rees will be responsible for creation and dissemination of the teacher applications to all GISD Staff.

STEP 4: The allocation committee will meet and discern which applications to award. The awarding of teacher grants will be in conjunction with the Public Relations Committee. This will be done in April to allow for teacher training and preparation for new projects to launch in the first semester of 2011.