

Advancement Board Minutes  
August 18, 2016

1. Welcome new Members
2. Tabling the vote or Secretary - until next meeting
3. Trends on fundraising survey:
  - a. Bill Burris: "We have a PR problem"
  - b. 34% indicated none of the above to the question of why they didn't support last year's Annual Fund Drive
  - c. The fundraising survey closes on August 26
4. Current issues affecting fundraising and giving to the school
  - a. Cheerleading
  - b. Volleyball
  - c. The above two issues are affecting donations that otherwise in past years totaled \$55k which would be lost if the impacted school families decide to pass on school fundraising this year.
5. Golf outing:
  - a. Currently trending down about \$20-\$25k from the usual \$85 goal per year
6. Getting the message out:
  - a. Small gatherings hosted by school families – re: fundraising
    - i. Nicole Jurjovec – recommends that we do these again to explain the purpose behind the fundraising and how the funds directly contribute to maintain tuition costs
  - b. Possible video during the registration / FACTS process that people have to watch online and explain the impact of fundraising on the bottom line / tuition costs
  - c. Need to refocus on who our customer is to increase the effectiveness of the message
7. Donor Appreciation Dinner
  - a. October 14, 2016
  - b. Still need a chair