

ADVANCEMENT BOARD MEETING

Minutes from October 20, 2016 meeting

The Advancement Board met at 6 PM in the Ministry Center—an hour earlier due to sporting events on TV

Members attending: Frank Glowaty, Karen Meskill, Tom Boler, Ann Wallin, Holly Krug, Will Hemsworth, Rob Lyon, Bill Burris, Craig Bennett, Nicole Jurjovec, Mark Hattas, Mike Bracken, Kevin Carrigan, Dan Hanrahan, and Ryan Ross. Bill Blum attended as a representative of the School Board.

I. Opening prayer

M. Hattas led the meeting in an opening prayer

II. Old Business

- A. Nominations for the office of secretary— none were received so the board will continue to rotate this duty each month
- B. Minutes from the May 2016 Meeting were approved
- C. Minutes from the August 2016 Meeting were approved
- D. Minutes from the September 2016 Meeting were amended and approved
- E. 15-16 Annual Report
 - The Finance committee reported they are reviewing preliminary drafts of their report and will have it complete early November.
 - We are still missing some articles before we can have the printer prepare us a draft
 - The question was asked if we would send this electronically which would be much cheaper or continue with a print copy as in the past. Frank stated that we have already committed to a printed copy, but an electronic copy will be put on the AB web page later.
 - We are only going to mail the AR to those school families who have supported some form of fundraising. Hard copies will be available in the office for others.

III. Committee Reports~ W. Hemsworth will send emails to each committee to set meetings outside of AB meetings. He feels we have a lot of talent in this room and need to get these committees moving along and motivated

- A. Golf Outing
 - The weather was great
 - Overall, low attendance and lower profitability than previous years
 - Preliminary numbers show the net around \$46,480 +\$15,000 from the Harold & Margaret Moser fund = \$61,380, which is approximately \$24,000 less than previous years due to less attendance and low sponsorships
 - There was discussion that Little Friends has moved their golf outing to a public course on a Thursday afternoon and limited to 9 holes in an effort to

attract more golfers. Bill Hayes said it felt more like a cocktail hour with 9 holes of golf added in.

- The consensus was that the same type of event we have always run will still be planned for next year
- New Ideas: move to a Thursday?
- B. Finance
 - R.Lyon explained that we need to take money from the fund now, rather than in February because we are short on current need of tuition assistance
 - T. Boler explained that we have \$134,000 of needs from school families and we are \$13,000 short.
 - It was further explained that it was committed already and it needs to be taken out of the basic savings account and moved to the tuition assistance fund as a basic accounting/bookkeeping
 - It was asked why we always traditionally do the transfer in February? W.Hemsworth explained because we always had the funds and never needed to do it earlier
 - This is the first year the golf outing didn't fund it fully.
 - The Moser fund is used for the golf outing and the dinner dance.
 - F. Glowaty further explained that when Paul Lehman, nephew of Harold Moser, gave the bequest, the instructions were to draw on it to support these events as a way of showing how Harold and Margaret Moser were supportive of social gatherings and saw them as a means of promoting the school and advancement efforts.
 - R.Lyon asked about the history of the fund: there is \$190,000 left in the fund.
 - The fund donates \$15,000 to each the golf outing and the dinner dance each year.
 - R.Lyon said each of our three endowments are doing well and we will be using the new format that everyone said they liked very much.
 - It was decided to keep the balances on there, could be misleading to not have that information.
 - M.Hattas suggested we use a "*" under the balances to further explain that only 4% can be drawn on every year "these are restricted funds" type of message
 - M. Hattas thinks it wouldn't be smart to put the balances out there without some type of explanation
- Donor Appreciation Gathering
 - Thank you to D. Fox for putting on such a great event
 - The phone calls are very important to get the attendance up there
 - Final Numbers are as such:
 - 250 invites sent out
 - 125 sent RSVP card back
 - 40 people came
 - The cost of the event is about \$2500

- Everyone was saying possible reasons people weren't there: high school football on Friday's, sacrament meeting
- The goal is 100-120 in attendance
- D. Hanrahan suggested to "Kill it" and W.Hemsworth explained that it is important to hold "fun" and "non-ask" events to thank donors.
- B. Burris said it is a "thank you to a thank you"
- F. Glowaty educated us that donors should be thanked 7 times before the next ask! This could include a formal thank you letter from the principal, advancement director, birthday card, Thanksgiving card, Christmas card, etc.
- B.O.Y= Because Of You funding— letting people know how their gifts matter. We need to personalize our gratitude where possible and we occasionally have to spend money to make money.
- D. Data Base Updating/Social Media
 - The postcard campaign elicited 450 responses to database updating as of this point. Way to go!!
 - F.Glowaty is going to do an 'e' Blue and Gold follow up
 - M. Brakken said that Tommy Walter will help with social media and will come to our next meeting to give us ideas; he has a SSPP classmate (Justin Welke) who successfully obtained Evan scholars donors.

IV. President

- A. Comprehensive Development Plan
 - This is a document showing the history of Advancement with explanations for reach fundraiser, how endowments earnings are allocated, etc. It is in need of an update. Once completed, it will be signed by both the Advancement and School Board presidents as well as Father Milota. More to come on this
 - W. Hemsworth would like a folio for all meetings and for everyone to use and update every 2 years.

V. New Business

- A. Future Sharing of Results of Fundraising Survey
 - Frank will share with the Home and School at their November meeting and he and Karen will co-host parent coffees both during the school day and in the early evening
- B. Annual Fund Drive Kick Off
 - Frank and Mark are working on this.
 - Will talk more about this at the next meeting
 - Looking to mail the appeal before Giving Tuesday which takes place on November 29

C. Universal Fundraising

- See side sheet –discussions have begun to formally unite all of the fundraising under one umbrella group
- F. Glowaty met with Denise Petty to formulate some questions, comments, and observations about this concept
- Presidents of all four Leadership Boards will be invited to a November meeting with Karen and Frank to begin discussions. Where there will be new leadership next fall, it is suggested the vice-president of that organization also attend.
- Any proposals would be run by Tom Boler to verify financial needs in the operational budget and eventually Fr. Milota
- If all goes well, it is hoped this could be implemented next year
- It was suggested to add Blessings to the Fundraising pot
- Goal would be to be more united in reaching an overall fundraising number which would also release some of the stress on fundraising chairs.
- R. Lembach suggested that “universal” would mean all the revenue items

VI. Closing prayer

- We closed the meeting with a prayer.
- Meeting adjourned at 7:03pm