

Advancement Board Meeting

March 17, 2017 Minutes

I. Old Business

A. Minutes from last meeting

1. Dollar amounts from Endowment need to be approved
2. Clarifications and Amendments

B. Sports Trivia replacing Rummage Sale (Friday 6/16)

1. Live Band Idea with Sponsor (1.5-2hrs after 90 minutes of Trivia)
2. Making own trivia vs. buying from other school
 - a. Tommy and others would create
3. Goal: \$12.5k
4. 50 Tables of 5 (250 people)
5. Winner Trophy? TShirt? Money to charity?
6. Get other friends/family for teams, must be 21

C. Universal Fundraising Meeting

1. Conversations have been had: 1 Focus
2. Auction made about \$100-120k so can fulfill their budget goals
3. Live Auction over \$50k!
4. Blue and Gold Gala theme could remain going forward (no one in wings for Auction Chair is **BIG CONCERN**)
5. Lot of discussion of dwindling number of families, non-participation fee being raised possibility, (golf, auction, Annual Fund the big 3 fundraisers to each reach own goals). More idea of being 'One'
6. Oversight committee set up, one person from the Big 3 be on to make more in sync vs. each asking from same people
7. Communication = Get all on a MASTER calendar
8. CRM Software possibly could help organization
9. Idea of Season of Events less but Bigger one's

II. Committee Reports

A. Annual Fund Update

1. **Max Challenge Gift - Light the Match (\$25k)**
 - a. Tues, Wednesday, Thursday BEFORE Dinner Dance
2. Down over 10% in gifts still and less families
3. Letters going to Alumni's, Former Families, people who have not given in past
4. Transparency on Matching Gift from Advancement Board, some feel just say Matching Gift
5. Winning Class maybe gets Pizza for lunch for class, gym shoes for day
6. June 30th is Final day of Annual Fund
7. 'Leave it better from when you found it' theme
8. Data from Blackhawks info, 500 people to focus on as well
9. Text message requests to be held off at this time but for future could be effective way to communicate to masses (School board and David Hurd)

B. HS Testimonials

1. Seen 3 so far, feedback is going well, 12 is goal
2. Many like seeing student talk vs. just reading about it

C. Student, Parent, Faculty, Principal of 'Ask' and 'Thanks'

1. Retention is not going well
2. Feel of more appreciation to those who do give
3. Rule thumb be thanked 7 times before ask of next gift
4. Former students and post card filling need help next Wednesday 3/22 at 10am

D. Data Base and Updating/Social Media

1. Virtuous webinar on what really works and raising funds
2. Build Interest, Involvement, then Investment comes
3. \$10 billion dollars given online in 2016, ELECTRONIC giving and communication
4. Frank would like committee to explore more options on this in future

E. Comprehensive Development Plan

1. Board start earlier in Fall

F. Plan Giving

1. Fall after Tax Reform for school, more to come

G. Dinner Dance

1. April 28th NCC
2. Can Sponsor a Teacher at the event
3. Anniversaries for staff and teachers and celebration

H. SSPP Golf Outing

1. Held Monday After Labor Day Sept. 11th NCC
2. Last year first year under 100 participants
3. Last year under net profits
4. Hayes, Frank, Blum main players that help
5. **Blum and Hayes last year chairing it is done: Big CONCERN**

H2. Pavlishin Golf Outing

1. Stonebridge CC, support Aurora Baseball/SSPP
2. Baseball group starting to make some noise that they are doing more work than SSPP but still only 50/50 cut.
3. June 12th moved no longer in July
4. Scholarship goes into tuition fund

I. AB Newsletter

1. Way for people to learn about what goes on
2. Topics to give insights on what is going on and why
3. Transparency

III. Finance

- I. No news, just will update dollars

IV. President

I. Thank you! Thank you! For all hard work!