

**Advancement Board Meeting  
May 18, 2017  
Minutes**

I. Opening Prayer

II. Old Business

- A. Minutes from last meeting
  - 1. March '17 minutes – **approved**
  - 2. April '17 minutes - **approved**
  
- B. Amendment to February minutes - **approved**
  
- C. Dinner Dance – Will H. gave update
  - 1. Suggestion for next year – consider a DJ and running audio ourselves
  - 2. Suggestion for next year – upgrading wine selection
  - 3. Suggestion for next year – lengthening cocktail hour

III. Committee Reports

- A. Annual Fund Drive monthly update – Frank G. gave update
  - 1. Annual Fund slow until Light the Match (LTM)
    - a. 39 families participated before LTM; 77 families participated as of end of LTM
    - b. no contributions subsequent LTM
  - 2. YTD donations up over prior years
  - 3. mailer to go out to those 20-30 families that participated in the Annual Fund in prior year, but have yet to donate this current year
  - 4. Ann Wallin stated that approximately 10 or so families are evaluating whether to return to SSPP; some of the concerns are over growth of admin vs. teachers. There was discussion of NOT sending these 10 or so families a donation request mailer if they have yet to give (may push them over the edge). Tom B. was to follow up with Karen M.
  - 5. Summer project taking place to look into who gave and to what event (eg., golf, AF, auction, etc.)
  
- B. Light the Match (LTM) evaluation
  - 1. General view is LTM was a success. Timing was intentionally done after tax season. Use of cheerleaders was a positive.
  - 2. Question was raised as to whether precedent has been set for this to be an annual event going forward or is it too much to do this annually
    - a. Mark H. suggested to have a focus week for fundraising (w/o matching)
    - b. Will H. suggested doing more focused and time boxed fund raising to reduce the feel of donation fatigue from consistent year round asks
    - c. Mike B. suggested having a playbook that defines 3 or fewer targeted asks for donation and reduce the high volume / low \$ amount requests throughout the year
  
- C. Sport Trivia Night – Nicole J. gave update
  - 1. Literature went out; button added to website
  - 2. Rob L. has secured trivia company to host (approx. \$200)

3. Was discussion of possibly sending a flyer home from school
  4. Mark H. suggested communicating the event at mass and having a sign-up after mass
- D. Young Alumni Facebook page - Tommy W. gave update
1. Assembling spreadsheet from 20 or so SSPP year books; making good progress but time consuming
  2. Tommy trying to connect with w/ approximately 1,400 people; looking to pull phone numbers, email, etc. from Facebook
  3. Goal would be to also connect internship assistance into this process at some point
  4. Will be some time before able to conduct a social event (still need to gather information)
  5. Will H. suggested the CRM topic be revisited over the summer
- E. SSPP Golf Outing & Paul Pavlishin Golf Outing
1. Believe some sponsors that opted out last year will be back again this year for final year of Co-Chairs term
  2. Had approximately 96 golfers last year. Discussion raised as to how to get more.
    - a. seek more women participation
    - b. possibly have cheerleaders assist (as they were successful in LTM)
    - c. suggested to have auction items that don't require a cost to be covered (eg., "principal for a day")
    - d. June 22<sup>nd</sup> is next planning meeting for SSPP outing
  3. June 12<sup>th</sup> is the Pavlishin outing date
- F. Suggestions for candidate to replace Dan Hanrahan
1. No suggestions made; have until August to find a replacement
- G. Universal Fundraising – Will H. and Frank G. provided update
1. Have had 3 meetings to date with leaders from all boards represented
  2. Will have a committee with chairs of SSPP Golf Outing, Auction, Annual Fund, Principal, Advancement Director, and president of all four Leadership Boards
  3. Mandate of committee likely to be
    - a. approving proposals for new fundraisers or changed to existing fund raising forums
    - b. would not seek to "micro-manage" chairs of boards
    - c. concept is similar to that of a clearing house for managing multiple donation and contribution requests
  4. A report summarizing structure and mandate is being created to go to the School Board for approval at their May 30 meeting

#### IV. Finance

- A. Funds are up for the quarter; beat the market

#### V. President

- A. Will H - thanked the board.
- B. Mike B. - commented that we should seek to more actively highlight the positives of SSPP and do so in email news letter similar to what Oriana Van Someren did with Ruthy O'Malley

VI. General discussion - none

VII. Election of Officers

- A. President Will Hemsworth to continue in his role for the following year – **approved**
- B. Vice-President Mike Bracken to continue in his role for the following year – **approved**
- C. Secretary – no suggestions / volunteers for this role
  - 1. It was agreed that this role will remain unfilled as it was in the current year.
  - 2. It was agreed that meeting notes would be taken on a rotation basis next year similar to this year. The rotation will be such that those on the Advancement Board who did not take meeting minutes this year will be requested to take them during next year's meetings before others who did so this year are up again.

VIII. Closing prayer