



## DEVELOPMENT COMMITTEE MEETING UPDATE MINUTES OF JULY 17, 2019

*IN ATTENDANCE: HARRY STERN & TANYA WATKINS, CFRE*

### I) Fundraising Plan 2019-2020

During the July Development Committee Meeting members discussed DPA's new Fundraising Plan financial goals, campaign strategies and resources available to meet those goals. The focus of the plan is foundation and corporate support as well as relationship building with individuals. Other important topics discussed included funding needs, funding goals by source, the need for a funding vision/theme for the year and our capacity to accept donations online via website.

Before this plan can be executed DPA senior leadership must come together to creatively identify and outline the needs of DPA and gather ideas to create cases for support for our school's mission, programs and projects. Senior leadership is aware of this need and we're working together to coordinate the planning session's date and time. If board members wish to participate or have input you'd like to share please reach out to me to be included on the invitation.

Building the foundations of the fundraising program and seeking funding from diverse sources remains the highest priority. This is achievable through the implementation of campaign strategies which contribute to the fiscal viability of the organization and take deliberate action to raise revenue. Specific strategies include, ensuring a full board of directors giving program, creating an annual fund, identifying and submitting grant proposals and marketing the school in ways that will attract new supporters.

- **Individuals:** Board Campaign & Other Community Leaders (Building Relationships)
  - The DoD is working with the HoS to develop a strategy for reaching out to local community partners. We're looking to make connections through the Chamber of Commerce, Atlanta-based sports personages, and other community leaders that can advance the mission of DPA. The need for distinguished, busy and sought-after professionals crossing into the classroom, volunteering then, later supporting the school is a critical piece of its fundraising success.
  - Example: Gardening Volunteer vs.
- **Special Events:** Planning and preparation for DPA's first large fundraising event, as early as fall 2020.
- **Government Grant Contracts:**
  - So far in 2019 DPA has seen its major fundraising success stem from government grants such as the Governor's Office of Student Achievement M3 grant award of \$20K and the \$40K awarded from the Department of Education to make improvements to our school. We are grateful to all staff and administrators who participated in the formulation of the grant awards and will continue to seek funds that are aligned with our mission, which we have the capacity to manage as well as report on grant project(s). Government funding will be utilized to catalyze support foundations and corporations as well.
- **Foundations, Corporations**
  - DPA now has a Grant Proposal and Research calendars. Thank you to the staff and board members that sent grant prospects and leads. Once the needs of the school are outlined these prospects will be matched to funding prospects whose priorities already align with DPA's mission and proposals shall be submitted as outlined. In addition to submitting proposals, as



DPA's Development Director, I'll be presented with opportunities to visit foundations and corporations that may be interested in supporting DPA's work. You're invited to join me and the Development Committee to represent DPA, as we go out and tell our story in the community.

## II) Centralized Fundraising System at DPA

Update:

DPA's "Fundraising and Development Campaign Policies" have been drafted and are currently under review by the Development Committee and HoS. Final approval of the new policy will be requested by the Board of Directors at the next meeting. A copy of the policy shall be provided at least 14 days prior to the board meeting date.

Initial Report May 2019:

Currently, DPA instructors do not have a central resource to provide funding for or to support fundraising for, extra-curricular class activities (e.g., field trips, after-school activities. Mrs. Watkins is creating a centralized system using new DPA Fundraising Policies, which include policies on campaigns such as "Friends of DPA" and on activities that could be converted to profitable fundraisers, such as bake sales. Ultimately our goal is to meet the need of instructors to request funds that cover trip or activity expenses. The "Friends" campaign will be community wide. Mr. Estes concurred with the approach.

## III) Board of Directors Financial Commitment:

DPA is still working to achieve 100% Board participation in our new Board Campaign. Thank you to all who have already made your pledge. If you have not already please, respond to Ms. Watkins with your completed pledge cards. We can provide an electronic copy of the pledge form to anyone that needs it.

Respectfully Submitted

Tanya Watkins, CFRE  
Director of Development