



## DEVELOPMENT COMMITTEE MEETING MINUTES

MEETING DATE: SEPTEMBER 10, 2019

IN ATTENDANCE: TANYA WATKINS, CFRE & HARRY STERN

### I) Development Office Updates and Projects

The September Development Committee Meeting topics focused on current projects and funding initiatives that support DPA's four identified priority areas, Student Life, Technology, Fine Arts Capital & Annual Funding.

#### Development Projects Report:

- STRIPE: Bloomerang online giving (credit card) merchant servicer account has been approved and the set-up of DPA's online giving platform will begin next week;
- MARKETING & BRANDING: Kirbo + Ansley (Lillian Ansley), [The Bee Colony](#) (Julie Salisbury) and [Flylight Creative](#) (Ariana Thomas), [Coxe Curry](#)
- ANNUAL FUND: After meeting with consultants from Blended Measures a couple of weeks ago, it has been concluded there is a need to establish the school's key messaging and branding before launching our first official campaign later this fall. A tentative timeline would begin on Giving Tuesday and conclude at the end of the holiday season.
- FOUNDATION GRANTS:
  - Proposal Attachments: New DPA Operating Budget (For Grantors and Other Funders), Board Roster and Organizational Chart
  - Foundations:
    - DPA Garden Project
      - Captain Planet Foundation \$2,500 – January 2020 & Whole Foods – Whole Kids FDN - \$2,500- October 15<sup>th</sup>
- GOVERNMENT GRANTS:
  - FY20 GDOE Facility Security Grant
  - GOSA D3 – Making Math Matter Implementation
- CORPORATE GIVING PROGRAMS AND PARTNERSHIPS:
  - Publix (Goal \$1K)- <https://corporate.publix.com/about-publix/publix-faq/publix-partners>
    - Sign Up: <https://corporate.publix.com/retail/myaccount/register>
  - Chick-fil-A @ Wesley Chapel (Goal \$2K)– Community Kickback Program (Tiana Johnson)
    - How this funding will be used is undecided however teachers have suggested funding a partnership with Live2Create Foundation Network. They're mission is to empower and develop the wellbeing of at-risk youth in the greater Atlanta Community using the arts.
  - CANTU PARTNER VISIT AND PANEL DISCUSSION (SAVE THE DATE)
    - Cantu Beauty has partnered with DPA to help enhance our student's education and exposure through field trips (AV and College Readiness) and other opportunities such as the CANTU panel discussion to be held during our Partner School Visit on **October 4<sup>th</sup>** at DeKalb Prep Academy. Board members are formally invited to attend the event to show your support of DPA and its' first corporate partner. The panel discussion topics will include proper hair care and grooming in support of students learning college and career readiness techniques.



## **II) Fundraising Policies - Centralized Fundraising System for DPA**

Plans for immediate roll-out of policies to administrators and lead teachers for implementation throughout DPA, supporting Development efforts that lay the foundation for a culture of philanthropy at DPA. The revenue generated from the implementation of plans shaped by these policies, will enable DPA to maintain as well as improve, the operations and educational programs of the school. These policies also highlight the opportunities for DPA to connect with the larger community through online, direct mail pieces and other updates that communicate the school's mission and accomplishments.

## **III) Fundraising Plan 2019-2021**

Final revision expected October 2019.

Respectfully Submitted

Tanya Watkins, CFRE  
Director of Development