



**DEVELOPMENT COMMITTEE MEETING
AGENDA & NOTES FOR MINUTES**
VIRTUAL MEETING DATE: APRIL 16, 2020

IN ATTENDANCE: M. Vassell, C. Estes, T. Elmore, T. Watkins, T. Syed, & W. McKay

Attachments:

- Meeting Agenda
- 2020-2021 (Internal) Development Budget Draft
- Fundraising Plan Documents

I) Development Office Administrative Updates and Admin Projects

DPA PRIORITIES per HoS:

- **Request:** Outline for Development Committee DPA's Grant Opportunities for 2020-2021 based on current "Strategic" priorities & programs.
 - DPA AVC Budget (April)
 - Fundraising Plan Documents (April)
 - Plan Worksheets
 - ☐ Dashboards FY 2019, 2020 + Private Donations
 - ☒ Development Calendar with Strategy
 - ☐ Development (Action) Plan
 - ☐ Annual Campaign by Month with Gift Table & Grants
 - DPA AVC Program Description Development (May)
 - Revisit & Revise Grants Calendar (May)

II) Development & Marketing Campaigns & Projects

ANNUAL CAMPAIGN
DEVELOPMENT:
February 3rd- April 30th:

Recap:

- February 3rd – March 27 DPA's Development Staff engaged with the Georgia Center for Nonprofits to lay the framework for DPA's new annual campaign.
- March 16- April 16th DPA's Development Staff and Board Development Committee began participating in paid consulting sessions to develop DPA's 2nd Development & Fundraising Plan.
- **Note: The effects of the pandemic on DPA scholars has altered the message and reason for the campaign. A new approach was designed. This new theme idea is "DPA Great Give: SOS - Support our Scholars".**

ANNUAL CAMPAIGN



LAUNCH:

May 1- May 29th

Next Steps:

- April 16th- April 30th Finalize Spring Solicitation Materials for New
- New Timeline
 - Social Media Ambassador Recruitment 4.27- 5.8
 - Social Media Momentum Build 4.30- 5.15
 - Head of School Update and Ask 5.5
 - Board Letter 5.1 via email and mail 5.1
 - Great Give – Give Day Emails 5.19 & 5.20
 - Why I Give to the Great Give – (All SM) 5.20- 5.29
- Campaign Materials for Review
 - Board Letter
 - Head of Schools Letter
 - Emails
 - SM Posts

MARKETING

Stock Photo Strategy for Marketing Posts

- DPA Media Day (Originally Re-Scheduled for 4.22) was cancelled this school year but I'm recommending that we only postpone these photos or a stock photo, as they would be center in upcoming Fall fundraising campaigns.

ONLINE FORMS & PAYMENTS:

UP NEXT: SUMMER 2020 - Ways to Give Form(s), DPA Uniform Shop, and other revenue generating or donor acquisition forms. Shopping Cart for DPA Clothing & Swag Items – Still in line for testing. Waiting for an item to sell.

GARDEN OF HOPE

- Deliveries for Lettuce Grow Farmstand and Essential Kit as well as Captain Planet Foundation in-kind contributions will be held until the Summer. The CPF has also extended the required course deadline to June 15th.

PARTNERSHIPS:

- Will report on partnerships with corps and organizations such as **Chick-fil-A** and **HealthMPowers, Inc.**, once we have touched base with them after the lockdown. Plans are to move forward with MOU's that are already in place with each partner 2020-2021.

Meeting Question: How can I directly help with or provide resources to help with DPA's Great Give: Support our Scholar (SOS) Campaign.