



DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: May 20, 2020

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

Attachments:

- Meeting Agenda
- 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 Fundraising Plan Documents (April)
 - Plan Worksheets
 - ☒ Dashboards FY 2019, 2020 + Private Donations
 - ☒ Development Calendar with Strategy
 - ☒ Development (Action) Plan
 - 2020 Grants Calendar under revision to reflect updates to eligibility due to recent changes.

II) Development & Marketing Campaigns & Projects

ANNUAL CAMPAIGN
DEVELOPMENT:

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.
- Final touches to first campaign of the plan, known as the Great Give, has been planned.
- April 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".
- May Note: Due to delay in timing the focus of the campaign had to be altered again. The theme remains the same, but the campaign will last longer launching approximately 6 weeks later but will run from July – November, possibly longer.



GREAT GIVE: ANNUAL CAMPAIGN UPDATE

Reviewed 2020 Great Give Fundraising Campaign Plan

Next Steps: Outline Marketing, Collateral and Campaign needs then share
With Board of Directors

MARKETING

*Update/Refresh of DPA organization profile and cover photos on social
media and website.

*Stock Photo Strategy for Marketing Posts

- Purchase 3 Stock Photos for Website and Great Give Fundraising Campaign
- DPA Media Day (Originally Re-Scheduled for 4.22) was cancelled this school year but I'm recommending that we only postpone these photos obtain a high-quality stock photo, to be the visual focal piece in upcoming Summer/Fall fundraising campaigns.

ONLINE FORMS & PAYMENTS:

Secure text to give account for DPA's Great Give Campaign and future fundraisers.

UP NEXT: - 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

- DPA has accepted an offer from the Captain Planet Foundation to come out and install new garden materials and maintain the garden over the Summer. This process will be managed by the Garden Committee.
- Deliveries for Lettuce Grow Farmstand and Essential Kit will still be held until the end of the Summer.

PARTNERSHIPS:

- **Chick-fil-A** corporate donations program has been placed on hold until further notice. They still owe funds to DPA for the month of February and first week of March 2020.
- **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.