



## DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: June 19, 2020

*IN ATTENDANCE: All Committee Members + Head of School & Director of Resource Development*

Attachments:

- Meeting Agenda
- Great Give – Campaign Strategy Doc.

### I) Development Office Administrative Updates and Admin Projects

DPA PRIORITIES per HoS:

- Request: (Rec. via email on 6.17.20) **Development Priorities for Strategic Plan**
  - Through discussion it was discovered the strategic plan updates were needed for a board planning meeting, scheduled for 6.20.20. The Dir. of Resource Dev. & BoD Dev Committee were asked to provide goals and or feedback on the development section of the strategic plan. A deadline for this feedback was not set. To share updates and edits, the strategic plan document has now been shared (by M. Vassell) through Google drive with the parties mentioned above.
- DPA Fundraising Plan Activity
  - ☒ Dashboards FY 2019, 2020 + Private Donations
    - Update on COVID 19 Grant (Not Funded)
  - 2020 Grants Calendar under revision to reflect updates to eligibility due to recent changes.

### II) Development & Marketing Campaigns & Projects

GREAT GIVE: ANNUAL  
CAMPAIGN UPDATE

Discussed date of campaign review with full board of directors.

Reviewed campaign marketing collateral, giving levels, stock photo and video needs.

MARKETING

\*Update/Refresh of DPA organization profile and cover photos on:

- ☒ social media
- ☐ website

\*Stock Photo Strategy for Marketing Posts

- Purchase 5 Stock Photos for Website and Great Give Fundraising Campaign
- Submit collateral narrative and logo images week of 6.22.20



#### ONLINE FORMS & PAYMENTS:

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

Discussed In-Kind Auction Donations (For Online Auction and Teacher Incentive Prizes) – Prospect List Development

#### GARDEN OF HOPE

- Captain Planet Training Course completed by Garden Committee and Full Staff Survey Administered so that we can track activities & outcomes.
- Captain Planet Foundation summer maintenance began in June. This process is 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:** Plans are to move forward with MOU's that are already in place with each partner 2020-2021, once we have touched base with them after the lockdown.