



## DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: August 21, 2020

*IN ATTENDANCE: Tamseel Syed, Marcus Vassell & Director of Resource Development*

Attachments:

- Meeting Agenda

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

DEVELOPMENT ADMINISTRATION:

- ☒ Development Dashboard Review
- ☒ DPA Fundraising Plan Activity
  - Focus on Plan
    - Reiterate the need to stay on plan as much as possible because the pandemic will cause unexpected changes
- ☒ Board of Directors Involvement Card with Dates – Follow Up

### **II) Development & Marketing Campaigns & Projects**

GUIDESTAR:

- ☒ Reminder: DPA has been recognized as a Silver Seal of Transparency on Guidestar. This is a fantastic achievement. What would be even more phenomenal is if we reached the next level. *Emailed profile to Estes & Vassell on 6.17*
  - ☒ TW to follow up to send additional requirements to reach gold and platinum levels.

GREAT GIVE & DPA ANNUAL  
CAMPAIGN UPDATE

- ☒ Great Give – Campaign Launched 8.10.20
  - Website & Online Forms Setup Complete
  - Marketing Plan (See Document)
    - FB Boost Results (& What that means)
  - Review Campaign Goals
  - Next Steps:
    - Send Board Email Invite and Collateral
    - Send Staff Email Invite & Collateral
    - Follow Marketing Plan
    - Suggest Support While You Shop for those who can't give to SOS through Publix, Amazon & Kroger



## Virtual Events through 2021

- Virtual Dine and Sip Changes VS. Option Breakfast In Bed
  - Chef No Longer Available
  - Produce from Georgia Grown is now being used for COVID relief and is not being offered to be sold for charitable purposes at this time.
- Begin Sponsorship Solicitation in Oct 20 for 2021 & In-Kind Solicitation in February 2021

## Grants Calendar

2020 Grants Calendar revised to reflect priority organizations that are still providing grants at this time

### Corporations

- Sign Up Genius - \$5K Technology Give-a-way (Syed Referred) Submitted 8.3
- Clorox Entry Submitted 8.17 and Google Checklist Application
- Sony Corporation - \$10K (To Mail 8.31.20)
- Walmart – Denied for Garden – Will submit New app in Sept.

### Organizations

- GenYouth - \$3 K Covid Lunch Assistance- Submitted 8.19
- National Education Association –Membership needed to Apply

### Family Foundations \$10K Each

- Williams FDN
- R. Howard W. Dobbs Jr. FDN LOI
- ADC FDN

### Approved Earlier in 2020 – Implementation in August

- Captain Planet - \$5K
- Health M Powers - \$3K
- Lettuce Give - Grant Value **\$2.5K**
- *Donors Choose – Swinger had a project approved a few months ago and so we're encouraging teachers to continue applying for their projects.*

## GARDEN OF HOPE

- **Lettuce Give** – Last week they confirmed they will ship soon but DPA is still waiting for delivery tracking number.

## OTHER PARTNERSHIPS:

- **HealthMPowers, Inc:** Plans are to move forward with MOU's that are already in place with each partner 2020-2021. Deliveries of over 500 organizers, planners and workbooks for each student were delivered this month. Needs a distribution plan at our last 1:1 meeting and will let you know what it decided once I know more. **Printing & Lessons valued at \$5K**
- **Chick-fil-A** corporate donations program is still on hold until further notice. They still owe funds to DPA for the month of February and first week of March 2020.