

# Development Dashboard FY20



**DeKalb Preparatory Academy**

"Where Every Student Has A Gift"

**Mission: To empower scholars to cultivate knowledge, think critically, and act collaboratively and compassionately.**

## Goals

Goal 1 - Complete Infrastructure related goals that will assist in raising funding by Dec 2020

Goal 2 - Increase revenue from new donors and special events

Goal 3 - Increase revenue from FDNS, CORPS & ORGS as well as GOV contractors as available

Outcome Metric		Responsible Team	Reporting Frequency	Program	FY2019 Actual	Target	Q1	FY2020 Q2	Q3	Q4	% of Target
Goal 1	Marketing & Branding Guide	Admin	One Time	DPA	N/A		X				N/A
	Regular Website Updates	Dev + AVC	Qtrly	DPA	N/A			X	X	X	N/A
	Regular Communication with Constituency	Dev + AVC	Bi-Annually	Development	N/A		X	X	X	X	N/A
	Increase Social Media Presence	Dev	Monthly	Development	N/A		X	X	X	X	N/A
Goal 2	New donors obtain in annual appeal	DoD	Bi-Annually	Development	0	50	10	18	20	2	40
	Retained new donors	DoD	Annually	Development	0	5	0	5	10	0	15
	Great Gift - IND & CORPS	Dev Committee	Monthly	Development	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	0%
	IND - Giving Tuesday & Holiday	DoD	Monthly	Development	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ -	0%
	Great Gift - Parent	DoD	Monthly	Development	\$ -	\$ 1,500	\$ 6	\$ -	\$ -	\$ -	0%
	Great Gift - Faculty	DoD	Monthly	Development	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	0%
	Great Gift - Board	DoD	Monthly	Development	\$ 803.00	\$ 1,000	\$ 45	\$ -	\$ -	\$ -	5%
	% volunteers donate annual appeal	DoD	Annually	Development	0	0.08					
	Cultivation Hits	DoD	Bi-Annually	Development	58	100					
	Number sponsors	Events Committee	Annually	Development	2	4					
	\$\$ Sponsors	Events Committee	Upon Arrival	Development	\$ 2,118.80	\$ 5,000	\$ -	\$ -	\$ -	\$ -	0%
	Ticket Sales	Committee & Parents	Weekly	Development	\$ -	\$ -		\$ -	\$ -	\$ -	0%
	Auction Sales	Event Attendees	One-Time	Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	Event Beneficiaries	DoD	Upon Arrival	Development	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	0%
Goal 3	Foundation Grantors	Development	Qtrly	Various	\$ 5,400.00	\$ 15,000	\$ -	\$ -	\$ -	\$ -	0%
	Corporate & ORG Grantors	Development	Qtrly	Various	\$ 6,673.97	\$ 10,000	\$ -	\$ 14,663	\$ -	\$ -	147%
	Government Grantors	DoD, HoS	Qtrly	TBD	\$ 90,031.25	\$ 25,000	\$ -	\$ 39,034	\$ -	\$ -	156%
TOTAL						\$ 70,000	\$ 51	\$ 53,697	\$ -	\$ -	77%