

# 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	Reporting Frequency	Program	FY2019 Actual	FY2020					FY20 Actual	% of Target
					Target	Q1	Q2	Q3	Q4		
<b>Goal 1</b>	Marketing & Branding Guide	One Time	DPA	N/A		X				N/A	N/A
	Regular Website Updates	Qtrly	DPA	N/A			X	X	X	N/A	N/A
	Regular Communication with Constituency	Bi-Annually	Development	N/A		X	X	X	X	N/A	N/A
	Increase Social Media Presence	Monthly	Development	N/A		X	X	X	X	N/A	N/A
<b>Goal 2</b>	New donors obtain in annual appeal	Bi-Annually	Development	0	50	10	18	20	2		40
	Retained new donors	Annually	Development	0	5	0	5	10	0		15
	Great Give - IND & CORPS	Monthly	Development	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	IND - Giving Tuesday & Holiday	Monthly	Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	Great Give - Parent	Monthly	Development	\$ -	\$ 1,500	\$ 6	\$ -	\$ -	\$ -	\$ 6	0%
	Great Give - Faculty	Monthly	Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	Great Give - Board	Monthly	Development	\$ 803.00	\$ 1,000	\$ 65	\$ 180	\$ 25	\$ -	\$ 270	7%
	% volunteers donate annual appeal	Annually	Development	0	0.08						
	Cultivation Hits	Bi-Annually	Development	58	100						
	Number sponsors	Annually	Development	2	4						
	\$\$ Sponsors	Upon Arrival	Development	\$ 2,118.80	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Ticket Sales	Weekly	Development	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	
	Auction Sales	One-Time	Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Event Beneficiaries	Upon Arrival	Development	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	0%

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				Target	Q1	Q2	Q3	Q4		
Goal 3	Foundation Grantors	Qtrly	Various	\$ 5,400.00	\$ 15,000	\$ -	\$ -	\$ -	\$ -	
	Corporate & ORG Grantors	Qtrly	Various	\$ 6,673.97	\$ 10,000	\$ -	\$ 14,663	\$ -	\$ -	147%
	Government Grantors	Qtrly	TBD	\$ 90,031.25	\$ 40,000	\$ -	\$ 39,034	\$ -	\$ -	98%
TOTAL				\$ 75,000	\$ 71	\$ 53,877	\$ 25	\$ -	\$ 53,973	72%

\* Total "FY20 Actual" includes inkind and monetary contributions