

## Fundraising Committee Minutes

1/14/20

6:00

BMS Computer Lab

Erin Gervais, Crystal Hegge, Emily Connors, Mandy Schmit, Taylor Peck, Ann Marie Dunbar, Abigail Kugel, Henry Schantzen

- Introductions
- Henry-gave a detailed accounting of why we are here, including the docs: fundraising calendar, BKDV Day at the Capitol, 5 year financials, 2 pages from case statement, and MACs Agenda to fulfill the promise as background information. Discussed the “3 prong approach.”
- Discussion on the calendar. How do we make all this mesh...overall goal is to create a large, strategic campaign as opposed to all these little events. Discussion about parent engagement piece, and how some of these are designed to get parents into the building and involved in their child's education.
- Too many book fairs. The one in the fall is plenty, perhaps keep Usborne in the spring
- Nobody seems to know that things like the Small Hands are not offered as a fundraiser per se, but an asked for opportunity for families to purchase Montessori type items for at home.
- Give to the Max Day is just not timed well for what we do with asking for supplies for happy harvest, bazaar & breakfast
- Penny war move to winter, as not much there-focus on local event.
- One idea was to categorize the events-which are fundraisers for the school, etc. Actually communicate information about the intent of each one. We could create add this to or create a doc similar to the Volunteer Card that we give out on orientation day.
- Discussed adding the BB&B to the 5K for a big event. Emily can help with BB&B part.
- Plans before next meeting:
  - Crystal will search CRM (donor management software) to find a potential option for BMS
  - Erin will look at the two oldest excel docs (alumni and 30 year friends) and sort through them
  - Henry will download contact data from SIS into spreadsheets for organization  
created a Drive folder 1/14/20, will download tomorrow
  - Henry will work to redraft the giving card and thank you envelope/mailer with Wenonah Creates emailed missy 1/14/20
    - Make sure there is a digital version for easy access to FB, Instagram, etc
  - Henry will set up an Instagram account for BMS and get it synced up with FB-start doing a once per week picture like teacher of the week to establish the base account opened 1/14/20, emailed Jill at Vision Design
- Next meeting is March 24th at 6:00.