

Mar 11, 2024 | 📅 Development Committee Monthly Meeting

Attendees: Julie Doyon Whitney Dodge Shauna Kozinski Amy Bottomley

Called to order: 5:05pm

Notes

- Growing Golf tournament is needed-ideas welcomed
Update marketing material
Alumni database
Create former golfer database
Survey after tournament for feedback/follow up
Creating constant contact with former sponsors - invites/updates throughout year (Grace)
- Need to build fundraising events/awareness beyond Golf Tournament
Attend social/community event (no money ask) to create relationships with businesses
- We need to set a dollar amount the board needs to raise/contribute
SHORT TERM GOAL BY SEPT 30: \$9k as a board \$800/board member
Suggested actions: sign up a foursome for golf tourney (\$700) + \$100 or donation items for raffle etc
As a board, we're not even matching what the PTO makes
Investigate Corporate Matching (Fidelity)

Grant money to fund marketing of MACS /Grant funds for marketing need to be spent by Sept 30, 2024

Create student alumni database

GoFundMe?

Challenges of not knowing tenants' timeline

Action items

- ☐ Determine a yearly monetary goal for board members (long term goal for 24-25 school year)
- ☐ Investigate marketing company for video / PR company
- ☐ Meet with Grace to set up Constant Contact marketing email database and outbound marketing strategy for ongoing engagement and awareness of activities

