

THE COMPASS SCHOOL
Development Committee Meeting Minutes
537 Old North Road,
Kingston, RI 02881
October 6, 2016 at 3:45 PM

Development Committee Chair: Michelle Salisbury

1. The meeting was called to order at 3:45 p.m.

2. Roll Call: Michelle Salisbury, Brandee Lapisky, Abby Colby Cooper, Colleen Russell, Drew Virbila and Elisa Lucia were present; Hilary Downes-Fortune and Dina Mandeville were absent.

3. Development Overview

Abby discussed last year's development work. She referenced and will forward a link to the development dashboard in Google drive, which provides an overview of all grants submitted with links to the proposals as well as the vendor solicitation list, business prospects, media contacts and fundraising calendar.

4. Committee Roles

Abby drafted and distributed committee roles and tactics for the upcoming year. The team will consider and Brandee will forward a signup action email. The upcoming priority development efforts are the Vision Dinner and Annual Fund mailing.

5. Vision Dinner

Brandee discussed the Vision Dinner last year, which was hosted by Compass parents Charley and Perry Kellogg at The Rockpile, their family summer home in Westerly.

This year's event will be hosted by Lynne Phipps, founder of The Compass School. She has offered her retreat property, Beachwood, in Matunuck and hopes that hosting this event will also bring awareness to her new venture. She enjoys serving farm to table and will be providing the meat for the event, which will still be potluck. Brandee will create a signup genius and save the date encouraging folks to bring a friend. Beside the evite out to family and staff, we will also be mailing formal invitations to donors, including trustees from The Lattner Foundation and RI Foundation; prospects, Newman's Own; Tim Groves; Matt Plain; local general assembly and emailing press.

The committee discussed the event time, which Lynne offered at 5:00 p.m. so people could tour the grounds before sunset. All members think this is a difficult time as many invited guests have young families and/or work and will be less likely to attend an event at this hour. Having the event at 6:00 p.m. is best (a half hour earlier than last year but also location is closer proximity for most guests). Elisa suggested sandbag lanterns outside, which she has used in past evening events.

We are considering having buttons/name tags that say, "Ask me about ..." and having a way to identify teachers as this is only school-wide, adult-only social event.

Mary Walsh, artist/parent, has been commissioned to create a painting for the event. She painted a watercolor of the school for last year's dinner, which offered an opportunity for guests to write wishes on the mat. This year's watercolor will represent those wishes that came true and accomplishments made in the past year.

Brandee will do a brief speaking presentation, followed by Lynne of Beachwood, then Dan Levinson and Monique Bosch of the Green Village Initiative. We also envision tables with information regarding the farm project, STEAM, Beachwood and Annual Fund.

The Annual Fund table will offer Sustainer Program information and pledge forms with secret ballot box. Messaging will include saving trees by not receiving letters or mail reminders. Elisa suggested offering incentive for Sustainer sign up by entering to win a weekend at (her family) lake house in New Hampshire.

The event is not intended to be a fundraiser but instead to engage the community and kickoff the Annual Fund.

6. Annual Fund

We plan to send out the Annual Fund appeal to family and staff the first week of November. The appeal will contain an ask letter and supplement that highlights accomplishments presented at the dinner as well as future plans, namely the farm. Abby has designed the response envelopes and will make sure enough stamps and envelopes. Last year's mailing was approx. 200, which is not large enough to be considered for bulk mailing discounted rate; however, something to consider for future.

Abby discussed the importance of timely acknowledgements and ongoing stewardship, including personal phone calls and handwritten notes. Keeping in mind to also mail thank yous to volunteers (help with weeding) and in-kind donations (artist watercolor).

Our fundraising goal for the Annual Fund is \$20,000. We will continue to message the importance of 100 percent participation from stakeholders to show commitment for potential funders (only 75 percent of families and staff participated last year).

The next Development Committee meeting will be on Thursday, November 4, 2016 at 3:45 p.m.

7. Adjourn

Meeting ended at 4:51 p.m.