

2012 ESDEF Foundation Retreat

June 21, 2012

4 pm – 8 pm

John MacRae's office

Highlights from 2011-2012:

- Fundraiser (new format, positive feedback, fun)
- Scholarship Fair (well organized, well attended)
- New Brochure
- Added Board members
- Productive meetings (kept to an hour, started and ended on time, covered a lot)
- Organization of Senior Parent money with some guidelines to follow
- Annual meeting (well attended, great feedback)
- Online forms- (better organization and functionality)
- By Law revision completed
- Library gift

Areas we might improve from 2011-2012:

- Mini grants (communication, process)
- Fundraiser recipient (how to choose, communication for ideas)
- Scholarship Fair (start communication in earlier years, invite younger students, continue to increase donors and funds, continue to increase funds for trade school education)
- Grants- need to re-energize this committee
- PR/Communication with all
- Continue to grow Board
- More Board participation in fundraiser planning
- Increase non-Board participation in fundraiser planning (Associates)
- Create a Fundraiser notebook for future years
- Continue to improve our documentation of all activities (archives)
- Create a traveling PR show
- Document our history of activities and financial gifts
- Website- continue to add more material and improve the overall dynamics of the site, need better communication within the Board to get materials to the webmaster
- Tile wall sales- need better communication and push to gather more sales

Small Group Exercise- what should we concentrate on in 2012?

Group 1:

1. Traveling PR Show
2. Increase attendance at fundraiser
3. Increase Scholarships
4. Create a fundraiser notebook
5. Improve the collection of names and emails for PR, tile wall sales, fundraising

Group 2:

1. Mini Grants organization and implementation
2. Document activities and create notebooks
3. Traveling PR show and communication to others about what we do

4. Pursue grants
5. Scholarships- increase number and reach more kids

Group 3:

1. Improve the mini grant process
2. Pursue grants more aggressively
3. Traveling PR show
4. Website- more updates and better communication
5. Scholarships- improve number and reach more non 4 year college kids (trade schools)

Group 4:

1. Pursue scholarships for trade school kids
2. Grants- we're missing out on free money
3. Better PR and Communication
4. Increase tile sales
5. Improve our process for choosing our fundraiser recipient

Fundraiser- how can we make it better?

Board Member Involvement

- Better committee planning
- Earlier calendar to-do list- allow the Board more time to get things done
- Involve associates more for a lighter load

Selecting A Recipient

- Staff presentation- get the word out that money will be raised
- Advertise our goal and our gift- say, \$10,000, and funds raised over that amount can go to match scholarships
- Choose our recipient earlier, perhaps the spring prior so we can work at the retreat on ideas
- Create a solid process or form for selecting a recipient
- Continue our tradition of choosing to gift funds where most kids are affected

Growing Our Audience

- Our best bet will be our very fun event last year and good word of mouth
- Advertise the games and provide photos on the posters of people having fun

Ticket Sales

- Sell tickets at a couple of EHS Basketball games
- Need to make sure we get attendee information so our check in system can work
- Continue to mail invitations to our supporters- worth the postage for what we get back and takes the pressure off the Board to sell all the tickets
- Continue to solicit support from the district staff to gather enthusiasm

Fundraiser Expenses

- Option A: Budget committee should set a reasonable limit for expenses to be covered by the Operating Budget, and anything over that should be covered by the event
- Option B: Split expenses between the event and the Operating Budget

Small Group Activity- report your two best ideas to improve the following:

Mini Grants

- Level 1: Up to \$250. Easy form signed by Principal.
- Level 2: Up to \$2500. More involved form signed by Principal.

- Level 3: Fundraiser funds, up to \$10,000. Ideas solicited in the fall, ideas due by October 1st. Possibly move that process up by 6 months so we can plan fundraiser at retreat.
- Budget committee to look over forms and make changes as needed to streamline this process
- Create a dynamic staff presentation for the all staff meeting in September. Only 2-3 minutes long, forms on the tables, water bottles with a catchy phrase and our website address. Possibly ask Cathy Day to say a few words also
- Create a more dynamic web presence for the Mini Grant area of the website

Committees

- Leave committees as they are- they seem to be working
- Chairs need to continue to do their committee work during the month and report at meetings only
- There was a request to set consistent monthly committee meeting times to alleviate the need to find an open date each time a meeting is needed. Meetings could be cancelled if there is nothing to discuss that month
- There was another suggestion to meet prior to the monthly Board meetings, say 6:30 at Bar 14 since people already have that on their calendar
- Committee effectiveness is completely dependent on the energy and time given by committee members

2012-2013 Calendar

- Everyone agreed to keep meetings on the first Wednesday of the month at 7 am at Bar 14
- First meeting will be on Wednesday, August 1st, 2012
- No meeting in September
- Scholarship Fair- TBD
- Fundraiser will be held on Friday, February 1st, 2013
- Annual meeting will be held on April 3rd, 2012
- School Board Presentations
 - November- Scholarship Fair
 - January- Upcoming fundraiser, PR for Foundation
 - March/April- Presentation of check from fundraiser, PR for any mini grants given, report on Associate groups, etc. (overall good of the order)

Communication

- Need to request a regular section of each school newsletter each month or quarter
- Traveling PR show is a must
- Attend Administrator meetings- they meet every 2 weeks
- Make a presentation in the fall to Parent Groups or Staff meetings of each school
- Attend School Board meetings more often- shorter presentation more often to keep our message on TV and in the Board minutes
- Attend Associate meetings
- Put ads or request an article in the Alutant

Website

- Add photos of events, fundraiser, Scholarship Fair
- Add a history page showing what the Foundation has done and how much money we've gifted to date
- Add links to all other relevant sites (Associates, other Foundations, etc)
- Re-vamp the site a bit to add some excitement
- Do we want to solicit ads for the site to create revenue?
- Check to make sure Mike is still willing to be the webmaster- the move to EHS may preclude his ability to make time for the site
- If Mike is unable, think about hiring a webmaster

Tile Sales

- Set up a table at EHS basketball games in front of tile wall
- Do a give away of a free tile to gather enthusiasm
- Do ads in sporting programs
- Gather emails of Alumni groups, class reunions, etc.
- Create a guest book to be signed at school tours at EHS and include a welcome packet with school history as well as forms for tile wall
- Sell tiles at fundraiser
- Give out tile forms with senior information (Jostens)
- Set up tile wall sales on the days Jostens is on campus- many parents come into the Commons on those days
- Set a goal for sales and create gimmicks to get us there
- Don't send out tile wall brochures with thank you letters- waste of brochures and we're getting zero return so far

Scholarships

- Monday was OK for Fair- really up to Dana Hamilton and what works for her
- Suggested doing an additional Fair in March as scholarships are more available
- Not sure handing out forms in December is a good use of paper- do kids save them and fill them out? Maybe a master sheet with all the local scholarships/application requirements listed handed out in December for future reference
- Would like to open Fair to all students grades 9-12 and increase advertisement to parents through newsletter, daily announcements
- Solicit donors and be specific about what is needed
- Solicit more diverse funds- host a breakfast for potential donors for the trade school scholarships and pitch the idea to see if there is any interest
- Do a better job of advertising scholarships on our website
- Advertise more to the kids- Facebook and Twitter, gimmicks, prizes
- Involve parents earlier- maybe sophomore/junior parents
- Get Central involved with PR about scholarships

To do by our first meeting on August 1st:

1. Re-work mini grant form- Jeff and Dick
2. Reserve Bar 14 for each monthly meeting- Kelley
3. Write staff presentation for September (2-3 minutes)- Mary
4. Water bottle mock up for staff presentation day- Celeste and Kelley

5. Email Mike to determine his ability and willingness to continue to be the webmaster-
Jeff
6. Send suggestions to Jeff for new Board members- everyone
7. Complete committee sign ups- Mary to email list to all
8. Print more tile wall forms at Copy Shop- Kelley
9. Create a monthly to-do list (August through January) for the Fundraiser to keep Board
involved- Kelley, Missy and Patti
10. Create yearly budget draft for Board approval- Budget Committee

The retreat was adjourned at 8:05 pm