

Annual Fund Committee Meeting Notes

Wednesday, February 8, 2017

4:30pm – 5:30pm / Building A Room 9

- I. Members Present: John Gawarecki, Romelle Pornschloegl, Merrily Karel, Ali Thames, Barbara Gray, Deborah Webster, Ken Thielman
Absent: Nastran Khanpour

II. Update on Dragon Dinner

a. Website capabilities (Paypal)

Paypal works. Justin made a video to demonstrate the workings of the Website. It looks well designed and seems to be fairly user friendly. It gathers quite a bit of information from each donation. It's live now, to be used we just need to publish the address.

b. Bidding Owl

Bidding Owl is the software program we signed up to use. There are quite a few items already loaded into the auction site (over 26 items have been entered, more received). Romelle and Merrily have spent many, many hours loading information. Entering items is fairly labor intensive, so the Friday morning team which includes Jenny Pothos, Staci Demer, and Shelly Auldrich, will be tapped to do as much data entry as it can get done. The team is working to get a picture for each item. The site shows the value and bid amounts for each item. This site will be used for an "on line auction" as well as a "silent auction"

The "on line auction" will be live from 8:00 am March 13 to Noon on the March 17 preceding the Gala dinner. Some items will be teasers for the dinner. The plan is to have the site well balanced for on line as well as in person auction. This will be a guess because we don't know how the community will respond to each type of auction. The online auction will be monitored because some items can be added if they happen to sell out.

Some discussion occurred to extend the on line past March 17; Merrily will look into this. One advantage to cutting it off is that we will have some money on hand to pay bills before the event.

During the Dragon Dinner, technology will be available throughout the room to aid those who don't have a smart phone or their own technology. Some volunteers will be roaming the room to assist anyone with bidding. In case the electronic system somehow fails, a system of paper and pen/pencil will be available as a backup.

c. Donations date

We have already received several thousand dollars in donations and items for the auctions. Amanda and Romelle open everything that comes to the office, together, so there is no confusion. One topic came up that Spire would really like to work with MSA beyond just banking. This will be a topic for future meetings.

d. Alumni List

We really started from scratch on this item. Several people had partial lists with partial information. Unfortunately, much of the information we need (mailing lists, email, current status, etc.) was not included in these partial sources.

We want to mail invitations to alumni and their parents, but addresses are lacking. There are some amazing people out there, so we really need to find out this information so we can show how "well we trained our Dragons!".

A complete alumni list is one of many development tools that we need. It was suggested that a Development plan and tools need to be part of the school's strategic plan. Emily Graveen and Justin Gehring have been asked by this committee to take a look at how to gather the information we need on our alumni. There is software out there that can help. Emily has reviewed a few. Justin has offered to help develop a database for our alumni information management. We just

need to get someone tasked to maintain this data. This committee strongly recommends that someone who works for the school be tasked to do this; MSA cannot rely on a volunteer to keep this going.

In addition, MSA is not well known in the general community and this needs to be addressed. Community awareness, a media list, soliciting trusts, an endowment program, and a corporate funding program are some of the many tools of development that MSA needs.

The robotics team already has a robust corporate funding system; it would be useful to know which companies are already contributing so that we don't interfere with their efforts. Fundraising needs to be coordinated. We just need someone to manage all of this data.

e. Volunteer list

Have more than 20 people already doing a lot of work. An immediate need is for a poster containing the needed information (date of on line auction and date of the gala as a minimum). Ali will work on this.

We need some more checkout people. Be aware, the social aspect of the dinner will be limited for these people because they will be busy at the end of the night (help for Justin).

f. Decorations

The decorations will reflect our theme "Training Our Dragons" showcasing alumni and notable Dragons throughout the room. We have a lead volunteer for this task, Rachel Ballard, as well as two teachers on her team.

g. Dragon Taskforce Thursdays

Merrily and Romelle are meeting at School or Jerry's every Thursday to coordinate the efforts of the Taskforce. Meetings start at 7:00 pm to accommodate parents who can't attend earlier in the day.

h. Merrily requested to comp some dinners.

One comp for the person and guest in charge of overseeing the evening's technology Romelle informed us that this person may have already purchased a table. Merrily also requested a comp dinner for the auctioneer and spouse (auctioneer is willing to accept a small fee and dinner instead of his usual percentage). No decision was made on this.

The ticket price is kind of high, which could be an issue for teacher attendance. It might be a good idea to comp some teachers, or push the idea of a sponsor for a teacher. Having teachers attend is considered to be a huge selling point for the alumni and their parents. The desire to see the "old teachers" is one of the things that will make the event fun. To be successful in the future, this event must be fun.

III. Update on blinds, science curriculum, projection screen, laptops

Electricity is in, but the bids need to be updated. We will make announcements to the community as progress is being made.

Justin has quoted \$1,100 per laptop; he just needs to know how many (this is for teachers). The group voted on buying 9 to use up the targeted funding; they will go to department heads first if need be.

Science curriculum will be bolstered by dissection microscopes (5 or 6) and 3-D printer. Physical science curriculum will be updated. Physics needs more general equipment. Chemistry needs a thermocycler if there is money available (this is last on the list). The responsible people will be putting in the purchase orders in the near future to ensure all items are received in the current fiscal year.

Some discussion occurred about a flight simulator and its use to generate interest in science.

IV. Development needs in future strategic plan (Merrily)

See above in Alumni List.

V. Questions from the BOD

What is the break-even point? It was reported that 40 people are needed to register. We already know who the first 40 are who have expressed an interest. As soon as they register the event will have broken even.

What are the expectations of the BOD members? Answer, we would like them to have one table, but attending with other groups is also desirable. It would be if the BOD members would circulate around and sing the praises of the school. Seating is 8 – 10 people per table.

This is a fund raising event, so each BOD member is asked to do whatever he or she can. Invite people. Talk to neighbors.

A seat is \$45. A table for up to 10 people is \$600 (the cost is more, but the table comes with perks).

An email went out to the BOD with the information. If they didn't get it, please ask.