

Development Committee Meeting Summary

August 18, 2023

Attendance: Steve Angelucci, David Bowling, Fr. Dan Noll, Sarah Paul, Kim Thompson, Mindy Towles

Revenue

- Revenue goal should initially be ~\$1 million a year
- \$100-200K annually from events makes sense at this point – maybe more as we grow
- LT Aspirational Goal should be based on filling available seats - \$35M?

Donors

- Individuals
 - Mega - \$100K+
 - Large - \$25-100K
 - Smaller - <\$25K
- Corporate
 - Primarily sponsorships unless tied to an industry that we support (assistance to Hispanic families)
 - Individual gifts could come through companies with Catholic connection to owner(s)
- Nonprofits and Foundations
 - Viable if we can create a connection to our mission
- Industry Groups
 - Equine could be our “Ace in the Hole” based upon our location and the Equine Industry’s dependence on Hispanic Families
 - Could consider other industry groups with a similar dependence (ex. Construction, landscaping etc.)

Development Efforts

- Focus should be on Donors with the highest potential – targeted message and approach for each Donor (“Ask” needs to be specific as possible); different approaches appeal to different people

“Simplify then Multiply”

- We need to refine our message and tell our story more effectively by “selling the value of Catholic Education” and always putting a “human face” on the need
- Equine requires special attention – maybe a separate Subcommittee/Task Force
- May want to evaluate a major fundraising vehicle - Wealth software- (subscription to a database) to bring in larger \$\$ annually. This is potentially \$10k - \$15k annually, but may pull reports the first year and cancel the subscription
- Estate/Legacy giving could be an important strategy but we must make it “easy” for Donors, also important to remember it will be more of a long-term turnaround
- Group events (Hosted Parties) may be a good vehicle to get our message to the right people - Kim is working on a few of these for the Equine fund

Resources

- Limited resources will be our greatest constraint
 - Ask the schools to send us the “stories” of how assistance over the years has impacted families. Also, their stories we can tie in together to show potential donors the value of this type of education produces strong employees and community members
- Efforts must be focused on activities with the greatest potential return
- Do we need an operational staffing plan to enable the executive director to focus more on Developmental Efforts?
- Can we recruit some permanent volunteers (i.e., 10-15 hours per week) for certain activities? (ex. marketing/social media etc.)
- At some point we may need to invest in additional staff to achieve our goals
- Role of the Board and Committee members should be primarily, oversight and guidance, Donor identification and recruitment and direct participation as requested in Donor development meetings