

Development Committee Meeting
May 23, 2022
Meeting Minutes

Present: April Wozniak, Sonia Jones, Alida Baranowski, Jaclyn Fierro, Greg White, Susan Snyder, Vineeta Raketich, Aaron Clubb

Meeting Start Time: 11:30am

FY22 Fundraising LEARN Annual Budget

LEARN has raised \$4.9M toward its \$5.3M goal. This includes \$75K raised since the committee's last meeting in February 2022.

FY23 Budget

LEARN's fundraising goal for FY23 is \$5M, not including capital needs and LEARN DC.

Anniversary Fund Discussion

LEARN has raised 57% of its \$20M campaign goal. Currently, the Development Team has identified \$3.6M in potential revenue. There is a need to shift focus to new business development to build a stronger pipeline of new donors. The Development Team asked for the boards help in identifying high-capacity prospects within their networks.

The team noted several recent and upcoming events:

- An author visit at Herro and HP, hosted by the Bookstall.
- Benefit concert and fundraising event, hosted by New Tier High School students.
- Field Day, hosted by the Winnetka Family Partnership
- Virtual Fireside Chat, featuring Greg White and Nancy Santi, hosted by Susan Noyes at Better Media.
- Associate Board recruitment

Development Operations

The Development Team is evaluating the current CRM to determine how best to proceed. Our options are to fix what we have in Salesforce, start from scratch and rebuild Salesforce, or switch to a new CRM system. The team will have a recommendation by the end of July.

Meeting End: 11:40am