



MINUTES

Location: Terra Nova High School Library

05/09/2019

The meeting was called to order by Petra Schumann at 7:10 pm.

In attendance: Petra Schumann, Sheila Ornelas, Chris Zimdars, Lori Trayler, Adrianna Arambula, Megan Carey, Ralph Crame, Nicole Copeland

Approval of Minutes

The minutes were emailed to the board from the April 4, 2019, meeting and approved.

1) Spring fundraising campaign –All

a) Results to date: (*Note amounts updated on 5/10/19 per email from Treasurer*)

- i) Approximately \$10,644 to date & includes business donors (increase)
- ii) 68 donors last cycle, 45 donors this cycle (decrease)
- iii) Average amount donated this year \$237.00
- iv) Beth Boldt will be calling past donors that have not donated this year.

b) What we learned (what worked, what didn't)

- i) Relying solely on an email campaign will not get us the returns we need to sustain the foundation long term.
- ii) We need more manpower to execute all of the initiatives.
- iii) Leadership did not help as expected. We need this resource as they can bring in family and friends. Ms. Carey asked that we meet in person and begin working with Leadership 2 or 3 months prior to the funding drive.

c) Donation day in front of school: Feedback received that adult donors don't want to hand money to kids. Help was not solicited from the lead, but TNEF members would like to be included in the fall. Parents like to see other parents involved.

d) Strategies to boost donations:

- i) Create a fundraising committee to spread out the work and start preparing earlier.
- ii) Have enough help from the school to execute the marketing plan & employ leadership (Ms. Carey, teachers, Student leadership) to spread the word.
- iii) Friends and Family call & text center would yield larger returns
 - (1) May 2018 only 3 participants raised \$2,000 calling and texting or \$200 per hour.
- iv) Ralph noted that Carlmont has online registration take the parents to a "cart" at the end of their registration where they ask for donations for their foundation.
- v) Carlmont has a student record a message that is sent to all parents/guardians.
- vi) Students interview other student's in short video clips on what TNEF means to them and they are posted on social media.
- vii) Ms. Carey agreed to send an email asking for donations similar to the principals from PSD during their education fundraiser.
- viii) Auction items from art students – perhaps ceramics

e) Timing of Fundraising:

- i) Two fundraisers: One in the fall and another tied to Stand Up to Public Schools in the spring. Initial goal is to raise at least \$10,000 at each, plus at least \$5,000 at the Winter Dinner.
- ii) Fall benefits: New freshman parents, senior parents may want to donate, send home envelopes, perhaps '1 and done' concept, student recorded robo-call and student recorded video clips to bring awareness to new parents.
- iii) Spring benefits: Ralph mentioned the stand-up for schools national initiative 05/14/2020; we have discussed in prior meeting that most parents aren't aware of this initiative. Phone and text drive, donation day in front of school, email from Ms. Carey, Leadership engagement, etc.
- iv) We need to make sure the Winter Dinner date does not conflict with a Quad game for basketball or soccer.

2) Budgeting for 2019-2020 – Petra

- a) Reviewed the board-approved 2019-20 TNEF Budget Allocation to TN High School
 - i) Total of \$15,000 in expenses approved.
 - ii) Use remaining funds raised in 2018-19 in '19-'20, and plan to raise funds for '20-'21 in '19-'20.
 - iii) Ms. Carey will follow up on the tutor/homework center
 - iv) Suggestions mentioned: For college tours, fund substitutes so that a few teachers can go. Find out what are the students' high interest schools.

3) Building the TNEF Team for 2019-20 – Petra & Chris Z

- a) Brainstorming
 - i) Second fall meeting (Sept. 12): Bring a friend night
 - ii) Create list of volunteer opportunities & sign up sheet: Alumni Lead, Fundraising Committee, 8th Grade Transition Team, Business Outreach, Annual Dinner, Donor Database Manager and more. Chris Z has started a spreadsheet.

4) July 4 Fundraiser at San Pedro Park – Nicole C & Rita S

- a) Nicole C will sign up TNEF and create Signup Genius to solicit items and help.

5) Next Meeting - Thursday, June 13th, 7:00 -8:00 PM, TN Library (2nd Thursday of the month)

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Minutes compiled by Sheila Ornelas, Board Secretary