

**Development Committee**

**September 27, 2017**

Attending: Tanuja Dehne, Michelle Thompkins, Liz Fillo, Colleen Foy, Belinda Roll, M’lou Walker, Michelle Cash, Michael Conlan, Ann Betterton, Michele Russo, Alexa Hardy

1. Leadership Phase
   * Michelle C. and Tanuja will co-chair
   * We will conduct lead gift solicitation between now and December
   * The 45th Campaign video will be ready next week; Tom Kean agreed to be interviewed for the video
   * We will finalize the case statement in the coming months
2. Funds
   * Capital campaign had two funds: the endowment and scholarship fund.
   * This campaign will have the endowment fund and a second fund (Creativity to Change the World Fund/TBD) which will include GOS funding, scholarship, etc so we can choose how to spend the funds
   * Feedback from Committee:
     1. Need to name the fund something specific and have specific language about how the funds will be used
     2. Need to tie the name to students, how the funds will affect students
     3. Need to not be so general so we are able to motivate people
     4. Need to emphasize the depth of our programming, not just the reach
3. Goals
   * Campaign goal will be either $250,000 or $450,000; we’ll float both during our leadership phase
   * $250,000 breakdown is $100k Endowment, $100 to be named fund, and $50k expense
   * $450,000 breakdown is $180k Endowment, $180 to be named fund, and $90k expense
   * We will include expense on all materials for transparency
   * Will work toward goal over 18 months, pledges can be paid over 3 years
4. Work Plan
   * Committee will have phone meetings twice/month between now and December (every other Thursday)
   * Each meeting we will go through the major gifts list, add prospects, give progress updates for each name