

## ACADEMY OF SCIENCE AND DESIGN

### Minutes of the Board Meeting

September 24, 2008

Kent Glossop called the meeting to order.

PRESENT: Chris Franklin, Director, Jennifer Star, Michael Fishbein, Patty Humphrey, Shanti Nair: guests, Rebecca Paquette, Michael White, Jennifer Minicucci, Caroline Harlow, Lorinda Franklin, Rose Padfield, Susan Glossop, Mary Ann Oppenheimer and Eileen Liponis, fundraising consultants.

ABSENT: Lucille Jordan and Izuh Obinelo.

#### **Presentation by Mary Ann Oppenheimer**

Ms. Oppenheimer passed out a Giving to Charities graph which showed that 80% of giving comes from individuals. Structuring a giving campaign consequently must start by courting individuals.

Foundation support will involve research using key words such as school reform, charter school, etc. Michael Fishbein offered assistance around access to the Foundation Directory On-line to certain volunteers who will do this work.

Corporate giving is problematic in New Hampshire because more large corporations are not headquartered here. A major corporate gift could take 6-8 months. However there are smaller pockets of money and in-kind donations available at a more local level from corporations such as Wal-Mart.

#### **Discussion**

Chris Franklin has structured the budget to indicate ASD sustainability without additional funding. There is a new column for extras that includes important items such as music.

He projects 2008-9 additional funds to come from:

- \$80,000—general sources
- \$30-40,000—New Hampshire Chartered Public School Association
- \$20,000—school district
- \$12,000-families

Ms. Oppenheimer made several points:

- You establish who your stake- holders are.
- A donation to ASD is only “charitable” from a tax status point of view. It is actually an investment in the American economy.
- You need a case statement including a list of needs.
- You build relationships first and keep track of people.

- You get ideas from individuals and corporations.
- You raise awareness by hosting events at the school.
- Events should be mission driven (not bake sales.)

### **Presentation by Eileen Liponis**

Ms. Liponis gave some background about her experiences in raising money. She has worked for a venture capital business, raising money for new enterprises. She has successfully raised \$80,000 for the Seacoast Charter School in the past school year and she is now director of the New Hampshire Public Chartered School Association, which proposes raising money for all chartered public schools in NH who become members of NHPCSA for a \$5000 fee. Her plan includes raising money on her own for all the charter schools and training parents at each member school to raise money according to a program outlined in the book, *Raising More Money* by Terry Axelrod.

Ms. Liponis made several points:

- Individual school fundraising activities are based on spotlight open houses, consisting of themed, monthly events, culminating in an annual fundraiser at the end of the school year.
- The first three spotlight events should target legislators, local businesses, and student recruitment.
- There should be a "treasurer mapping" session with parents to get names of potential donors and then to engage these people in "friend-raising" activities.
- Ms. Liponis is seeking a challenge gift that for each of the 431 charter school students in NH.
- She is also planning to host a Best Practices conference for all public school educators in NH.
- Membership in NHPCA would include access to donor management software.

Michael Fishbein outlined a fundraising plan for ASD:

1. Prospect Research
2. Rallying of Stakeholders
3. Foundations
4. Local Corporations

Ms. Oppenheimer pointed out that we need both a mission statement and a case statement. The former should be short, a few sentences. The later should state why you should support the school.

Kent Glossop volunteered to write the case statement with help from Chris, Michael and Lorinda. It would include success stories, critical challenges and a vision.

Rose and Caroline offered to chair the spotlight events. Rose suggested that the treasurer mapping night could be combined with the PTO potluck supper.

Shanti, Matt Southerton, Lorinda and Susan Glossop will do foundation research, with access to the Foundation Directory.

Patty Humphrey moved that ASD spend the \$5000 to become a member of NHPCSA. Michael Fishbein seconded this motion.

A discussion included the following points:

- Two representatives from ASD will become members of the NHPCSA board.
- ASD will focus in their fundraising in the areas of science and technology.
- NHPCSA will fundraise in the charter school area.

The motion to join NHPCSA was unanimously approved.

Michael Fishbein thanked Chris and Kent for the full organizing the full discussion of fundraising for the board.

The meeting was adjourned at approximately 8:30 p.m.

Respectfully submitted,

Patty Humphrey, Secretary