



ST. PAUL SCHOOL OF NORTHERN LIGHTS

Mission

Exploring our urban ecosystem, St. Paul School of Northern Lights ensures a progressive, relationship-based learning process, educating students to be kind, curious, critical thinkers who are advocating for positive change in their diverse community.

Advancement Committee

Purpose: To safeguard the continued growth of St. Paul School of Northern Lights via fundraising, marketing and recruitment efforts. The committee will ensure effective community relations, marketing and communication programs are in place to fulfill the mission and vision. The committee will seek funding sources to bolster the educational program at St. Paul School of Northern Lights.

Tasks:

Marketing and Recruitment Division

1. Develop goals, values, content, and expectations for marketing presence
2. Create and maintain relationships with new and existing families from all backgrounds
3. Ongoing evaluation and reflection of connecting efforts

Fundraising Division

1. Review fundraising activity including Annual Appeal and make recommendations for fundraising goals for new fiscal year.
2. Periodically analyze and revise fund development plan based on findings.
3. Maintain shared fundraising calendar.
4. Analyze relationships with current and prospective major donors and funders, and develop individualized strategies to cultivate or strengthen those relationships.
5. Analyze relationships with current and prospective corporate sponsors, devise sponsorship packages, and work with staff and Board to develop relationships.
6. Work with Finance Committee to determine annual development budget.
7. Plan and execute fundraising and friend-raising events.

8. Meet with current and prospective major donors and funders (foundations and corporations).
9. Tap respective networks for potential donors of money, time and in-kind support.
10. Report back to the full Board during board meetings.
11. Determine a meeting schedule at the beginning of each fiscal year.
12. Determine Board fundraising needs, expectations and goals; provide guidance for Board members on meeting fundraising goals; track progress toward fundraising goals both for individual Board members and for the Board as a whole.

2019-2020 Chart of Work

Marketing and Recruitment

1. Develop website and social media content and write expectations and goals for sharing values
2. Develop newsletter systems
3. Work with pedagogy committee to plan and implement documentation sharing expectations

Fundraising

1. Create fundraising calendar
2. Develop network of individual donors
3. Seek sources of funding from grants and foundations