
Lincoln Academy Charter School Board of Directors External Fundraising Strategy





Goal

Create a realistic, sustainable external development plan for the school, eliminating potential redundancies and maximizing current and future resources.



LA BOD Development Committee

ARTICLE VII

BOARD COMMITTEES

SECTION 7.1 COMMITTEES There shall be the following standing committees.

1. Finance Committee
2. Governance Committee
3. Facilities Committee
4. Academic Excellence Committee
5. Development Committee

Each committee shall be chaired by a Board member. The president of the Board shall not be a voting member of any committee but shall be an ex-officio member of every committee. Each committee will adopt, with the approval of the Board, a set of written guidelines and goals which will become a part of the Board process manual.

SECTION 7.2 MEETINGS Each committee shall comply with the State of Colorado Open Meeting law, as applicable.



LA BOD Development Committee

- **Development Committee** (Chairman, Nina Sloan ninasloan@lincolnacademy.net)
- Works to find additional income for the school via grants, corporate and individual donations, marketing sponsorships or fundraising (*Lincoln Academy Tech Trek 5K* and *Laps for Education* are examples).
- Helps to identify projects and determine the annual fundraising goal for the school in consultation with the board of directors, principal and finance committee.
- Identifies grant opportunities and writes proposals. Assists others with writing grants if requested.
- Cultivates business sponsors for the school.
- Develops presentation materials (written proposals, PowerPoint presentations, school brochure, video, etc.).
- Develops sponsorship or marketing partner proposals including levels of sponsorship, costs and benefits.
- Markets Lincoln Academy to the community. Works with the principal to advertise Lincoln Academy wherever and whenever possible, i.e. Arvada Harvest Festival, local newspapers, Jeffco publications, school website, formal presentations, word-of-mouth, etc.



The Lincoln Academy Foundation

Why Should LACS Have A Foundation?

- Avoids 3% Tabor tax on all revenues.
- For all Federal and State grants the district becomes the fiscal agent. District asks to be notified of all grants for coordination of efforts.
- A school foundation can be a positive PR tool for the school, and the district.
- Engages our community on behalf of school choice and in the process of improving local schools.
- Gives citizens another avenue to make their voices heard.
- Builds a new audience of ambassadors and monetary supporters (donors) to Lincoln. Could provide a means for external organizations to show their support for and gratitude to schools.
- Builds bridges to new **non-parent** audiences, including: single people, empty nesters, senior citizens, retired employees of the school district, local colleges, non-resident community leaders, alumni, businesses, community groups, and other foundations/charities.
- Could attract additional funds from these same audiences and other resources from **outside your community**.
- Provides a legal, professional mechanism to collect and administer funds.
- **Will make available some grant opportunities for which your school is not, by itself, eligible.**
- Free money – corporate matching, etc.



Items to Note

- Significant grants made outside of a Title 1 school or a schools without a “high impact group” (FRL) are hard to get.
- Focusing on things that are idealistic, but don’t make sense. Make sure your efforts are truly supporting your desired outcome
- Schools interviewed had a Foundation OR a Development Committee – not both.



Next Steps

- Lincoln Academy Foundation that assumes/appropriately adjusts the listed roles of the Development Committee
 - No current LA BOD Bylaw Change
- Foundation to give bi-annual status updates to the Board
 - Collaboration