

Lincoln Academy

Development Committee Report

August, 2016

Mission Statement

The Development Committee is in the process of reviewing and restating its mission. Update to be provided to The Board by the October Board Meeting.

CURRENT STATEMENT (as listed on Development Committee web site):

- Works to find additional income for the school via grants, corporate and individual donations, marketing sponsorships or fundraising.
- 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.

2016/2017 Fundraising Goal

\$75,000

Grants

In the process of building grants team.

Question for the Board and the Administration regarding building a grants strategy that supports teachers in their classrooms while still supporting the overall vision for the school.

“Why Lincoln” Marketing Material

First draft of “Why Lincoln” talking points has been created. It was distributed to the Board last month. This is a living document and as our vision as a committee solidifies, the talking points and marketing resources will become more targeted.

Science and Technology Electives and Capstone (?) Program

The committee is in the process of trying to meet with staff and administration to discuss an elective program that can be corporately sponsored and to learn more about the Capstone program. Request submitted. Waiting to hear from staff/admin.

Development Events

Tech Trek 5K & Fall Fest (Annual 5K)

Date/Time: October 22nd – 9:00 AM start time

Race Starts/Ends on Lincoln Academy track

Development Fundraising Goal: 30K

Registration Update:

Current # Race Participants: 132

Adults: 65

Students: 42

4 and under: 7

Pending Payment: 17

Tech Support: 1

Notes: Staff Discount, Cross Country Team

Fall Fest Ticket Purchase: 29

Additional Donations (from race participants): \$75

Sponsorship Update:

Corporations & Small Businesses: \$1000

In-Kind Donations: est. \$1000

CORPORATE HIGHLIGHTS: YG Acoustics; XCITE Media, Votenet Solutions, Mountain Financial, One Ton Creative, GoWest IT

Lincoln Academy “Hall of Fame”

Need to move forward with inducting two additional members.

Lincoln Academy Foundation Update

Next Meeting

Our next official Development Committee meeting is to be held on Monday, September 26th at 8:00 PM. Please mark your calendars. It will be a virtual meeting.