

Lincoln Academy

Development Committee Report

June, 2016

Mission Statement

- 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. Activity is on hold until the fall.

“Why Lincoln” Marketing Material

Establish meeting between marketing team and Board of Directors (or some portion of) to begin work on marketing plan.

Before we can begin approaching corporations, the committee needs to establish some marketing materials and “Why Lincoln” talking points.

Science and Technology Electives

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

Proposed Calendar of Development Events

Tech Trek and Fall Festival (Annual 5K)

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

Race Starts/Ends on Lincoln Academy track

Development Fundraising Goal: 20K

Annual Spring Gala

Targeted Date: Mid to Late April 2017

Targeted Location: Lincoln Academy

Development Fundraising Goal: 100K

Event request submitted to admin to secure date. Waiting to hear.

Key component is creating science/tech elective program that is sponsored.

Lincoln Academy “Hall of Fame”

Inducting two additional members.

Next Meeting

Our next official meeting is to be held on Monday, June 27th at 8:00 PM. Please mark your calendars. It will be a virtual meeting.