

Development Plan



AMSA

ADVANCED MATH & SCIENCE ACADEMY

INTEGRITY • EXCELLENCE • COMMUNITY

Financial Goal:

24/25 school year: \$200,000 (individuals, businesses, grants, and events)

Approach:

- **Corporate:** the Development Committee of the Board of Trustees will oversee school-wide philanthropic support. Members of this group will act as stewards to pursue corporate support, strategically plan for AMSA's future, and shape policy.
- **STEM Soaring Eagles Board** will champion the school and its philanthropic goals. The Business Partners Committee will report to the STEM Board.
- **Grants/Foundations:** We will pursue grants school-wide to be budget-relieving. We will track engagement across the entire school, allowing us to cross-collaborate and grow relationships.

Approach Continued:

- **Annual Fund (Individual Giving):** We will roll out an annual fundraising campaign to our families. We will emphasize matching gifts, monthly gifts, and 3-5 year pledges. Information will also be shared for tribute gifts, DAFs, stock gifts, and planned gifts.
- **Alumni:** We will start soliciting alumni gifts, sharing alumni newsletters, and creating alumni giving societies. Alumni will play a role in our 20th-anniversary event in 2025.
- **Endowment/Planned Giving/Major Gifts:** We will have endowment funding materials for more sophisticated donors.

Approach Continued:

- **Business Partners:** Outreach to small businesses for support, with mutual benefits
- **Events:** The Events Committee will hold two fundraising events, the international fair, and staff the golf committee. Smaller events (tours, house parties, coffees) will be held throughout to improve awareness and continue building a philanthropic culture. The Events Committee will be tapped to man tables at events, and occasionally to speak.

Financial Targets

- **Corporate:** continue to build relationships with large businesses. Offer tours, benefits, and internships.
 - Goal: \$20,000
- **Grants/Foundations:** apply to DESE, Corporate, Banks, Mass Cultural Council, RF Wood
 - Goal: \$10,000 (not including Cummings) **To date:** \$1250
- **Annual Fund (Individual Giving):**
 - Goal: \$75,000 **To date:** \$2900
- **Alumni:**
 - Goal: \$5000
- **Endowment/Planned Giving/Major Gifts:**
 - Goal: \$20,000
- **Business Partners:**
 - **Goal:** \$28,000 **To date:** \$10,750 (7 businesses)
- **Events: Golf Tournament, 5K, Fun Run, Bourbon Raffle**
 - **Goal:** \$42,000 **To date:** \$35,964

Solicitations

- Welcome letter (September)
- 5K Run (September)
- Fun Run and Bourbon Raffle (October)
- Giving Tuesday email/text to the whole community (November/December)
- End of calendar year outreach to the whole community (12/28)
- Banners on new building and at the entrance between AMSA/Forekicks (January)
- New Building Opening, kick-off anniversary (1/23)
- Recurring Gift Push (January)
- Tribute gift message (February)
- Sandwich boards with give now messaging at drop-off points (March)
- Targeted outreach to parents; senior letter, then 9-11, then LS (March/April)
- Matching Gift Push (May)
- End of school year outreach
- Tabling at school events (ongoing)

Other Plans

- Brand Cohesion, Style Guide Consistency
- Thermo Fisher/Beckman Coulter videos and invite for a visit (past equipment donors)
- Student thank you video (done)
- Corporate Tours (ongoing)
- Cross-reference parent employer lists with our prospects and tour opportunities
- Brag more - press opportunities
- Parents who own businesses as a target for golf tournament, business partners

RIBBON CUTTING

You are invited!

We're proud to announce the official ribbon cutting event
for our new academic building.

Join us as we celebrate this
momentous occasion!

When: January 23, 2025 @ 4 PM
Where: The New Academic Building Lobby
195 Forest Street
Marlborough, MA

Event to include: welcome remarks, tours and refreshments

[RSVP](#)

Questions? Email Marcy Eckel, meckel@amsacs.org

