



**AMSA Charter School
Development Committee Meeting Minutes
March 18, 2026**

Call to Order

The meeting began at 6:30 PM and was formally called to order at 6:40 PM.

Attendance

Present: Andrew Wienan, Betty Chan, Evan Przbaborowski, Jamie Conaghan, and Marcy Eckel

Absent: Gina Nabokin

Approval of Previous Minutes

The minutes from October 2024 were approved unanimously. Motion by Jamie, seconded by Marcy.

Development Update (Marcy)

- Marcy gave an overview of recent development highlights including: Cummings Foundation submittal, a grant from Mathworks, the May 20 golf tournament, recent work with the alumni association, a \$10,000 major gift, and work with the Massachusetts Public Charter School Association.

Key Areas of Focus for Development Committee

Networking & Engagement

- Committee members encouraged to:
 - Share grant opportunities
 - Attend events
 - Expand networks to support AMSA

Thank-a-Thon Initiative

- Concept: Student-led thank-a-thon with Development Committee oversight.
- Ideas discussed:
 - Provide scripts for students
 - Incentivize participation (e.g., pizza, recognition)

- Identify optimal timing and outreach strategy
- Target audiences: business partners, donors, alumni
- Pre-notification to recipients before calls
- Action Steps:
 - Build and update alumni and donor contact lists
 - Add alumni data (including phone numbers) into DonorPerfect
 - Email alumni to request updated contact information
 - Marcy to connect with Lisa about a student internship this summer to help with information gathering and organization

Board Giving

- Discussion on AMSA Board of Trustees participation in giving
- Goal: 100% board participation
- Evan to meet with Maura to discuss expectations and approach

Fundraising Strategy & Campaign Development

- Need for a clear, compelling fundraising strategy:
 - Define a central theme and narrative
 - Establish specific financial goals and timelines (1–3 year plan)
 - Develop a stronger case for support (“why give”)
 - Incorporate testimonials and donor motivations
- Andrew emphasized the importance of identifying new businesses and donor prospects

Marketing & Storytelling

- Recognized need to strengthen messaging and storytelling
- Goal: Develop a cohesive identity and narrative over the next 1–3 years
- Discussion of conducting a marketing audit
 - Consider internal vs. external support
 - Jamie offered assistance with audit and strategy and Marcy will connect with Maura

Adjournment

Meeting adjourned at 7:30 PM. Motion by Marcy, seconded by Andrew.