

**ASCENSION CATHOLIC ACADEMY**  
**BOARD ADVANCEMENT COMMITTEE**

Agenda

September 22<sup>nd</sup> -- 10:30 to 12:30

Zoom

Meeting Objectives: Advancement Committee to deepen understanding of the advancement system being implemented in response to the recommendations from the audit. To discuss and define committee action to support the goals of the advancement plan.

**Opening Prayer (Patty Stromen)**

**Review of Minutes from May, 2020 committee meeting (attached)**

- 1) Committee Planning – Stephen (Discussion) 10:35 to 10:50**
- a) Meeting schedule for 2020-21
  - b) Committee Charge
  - c) Committee work for next phase of Advancement 2.0

A recommendation from the 2019 audit of advancement activities for the Ascension Catholic Academy was to build out the capacity of volunteer solicitors to support the moves management work of staff. The board is an important part of this effort and there is room for others to join in the work as well.

- 2) Advancement 2.0 System (Information) 10:50 to 11:20**

Laura will report on the systems work in advancement with an overview of what's changed with the efforts of the past 12 months and the plans for the coming 20-21 fiscal year.

- Ascension Catholic Academy Approach Method (attached)
- Advancement Operations Calendar (attached)
- Advancement Org Chart (attached)

**3) Strategic Discussion: Business Community Support (Discussion)**

**11:20 to 12:00**

At recent ACA Board Meeting(s) the topic of how to engage the business community, especially partnerships and organizations, in efforts like the Free Kindergarten Campaign. The committee will discuss ways to build a fruitful effort with this audience.

**4) Tactical Implementation (Information)**

**12:00 to 12:25**

a) Mailing strategy (attached)

- i. Beth Yellen, Development Associate- Events and Mail, will present the improvements we are making to our system around mailing.

b) Moves Management

- i. Alishia Wright, Donor Relations Coordinator, will present on progress in moves management system and focus for 20-21 year.
- ii. Fr. Kevin, Mike Halloran, Alison James, and Patty Stromen have been working with Alishia and Laura to design way to invite more supporters of JPII to join efforts to welcome new donors. We will present the plan, in an early stage, to engage supporters to become ambassadors for JPII.

c) Case/Visit Packet (attached)

The committee will review, and give feedback on, the draft of a donor packet to be used for visits and solicitations in the 20-21 year. This packet will be used for one-on-one solicitations, ideally in person, for our highest priority Transformational, Leadership and Major Donors.

**Closing Prayer (Patty Stromen)**