

Ralph Bunche High School Capital Campaign Sub- Committee

07/26/2022

4:30PM

King George Community
Center 8076 Kings Hwy,
King George Va 22485

Meeting called by: Annie Cupka **Type of meeting:** Sub-committee Planning

Facilitator: Annie Cupka **Note taker:** Nick Minor

Attendees: Annie Cupka, Nick Minor, Shannon Tolliver (Virtual), Michael Hubbard (Virtual) Chris Clarke, Claudette Jordan, Lisa Hull (Virtual), Terri Rinko,

Please read: Agenda, Questions to Consider in Our "Case For Giving," Sample Sponsorship, RBAC Capital Campaign Grants List, RBHS Capital Campaign Gift Range Chart

Minutes

Agenda item: Public Comment **Presenter:** None

Discussion:

No public comment

Agenda item: Overview **Presenter:** Annie Cupka

Discussion:

Mrs. Cupka kicked off the discussion by asking the committee to establish a working goal. A discussion ensued concerning the total dollar amount for the Capital Campaign for revitalizing Ralph Bunche High School. Mrs. Cupka suggested \$8 million based upon the Wiley Wilson report commissioned by the County. Lisa Hull continues the discussion regarding an increase in furnishing and additional equipment to outfit the building. A reference to the Wiley Wilson report was made in which the study recommended \$250 thousand. After further discussion, the sub-committee agreed to a total funding number of \$10 million.

Next, Mrs. Cupka directed the committee's attention to the gift range chart and discussed the tactics for raising funds for a multi-million dollar project. She referenced the pyramid approach, which she explained concentrates on fundraising for small donations and grants early, then raising funds and applying for larger grants later in the campaign to complete the project. She also suggested the inverse approach of this strategy could work.

The discussion then moved on to the creation of sponsorship levels and recognition. Mary Washington Healthcare's example was used as a way to recognize large donors. The discussion continued about how we will recognize every level of the donor. How will we recognize significant donors? Lisa Hull recommended setting levels per high school accomplishments and praise. The example given was Honor Roll, High Honors, Principal's list.

Conclusions:

Established a working goal of \$10,000,000 was agreed upon by the sub-committee

Build on the High School accomplishments Sponsorship levels

Update Gift Range Chart for adopted working goal- Annie Cupka

Action items	Person responsible	Deadline
✓ Build on the High School accomplishments Sponsorship levels	Terri Rinko, Claudette Jordon	Next Committee Meeting

Agenda item: Engagement Plan

Presenter: Annie Cupka

Discussion:

Mrs. Cupka started the discussion by stating the importance of messaging when approaching individuals for prospective gifts. The discussion continued with Mrs. Cupka asking the committee to begin putting together a list of individuals that the committee could approach.

Following that discussion, the sub-committee reviewed a list of grants provided by Mrs. Cupka. This list included Federal, State, and private foundation grants that the committee could potentially apply. The discussion then moved to identify businesses that may have foundations and operate in the community. Examples such as: Dominion, large defense contractors, Ford, Chrysler, Ace Hardware, Tractor Supply, Sheetz, Subway, and FoodLion. The committee also discussed approaching local "Mom and Pop" businesses that could potentially donate.

Conclusions:

Sub-committee agreed to establish two groups to work on a business directory to target potential donors and foundation grant opportunities

Sub-committee agreed to work on a list of individual donors to target for potential donations

Action items	Person responsible	Deadline
✓ Sub-Committee members are responsible for developing a list of individual donors	All Sub-committee members	Next committee meeting
✓ Provide a business list of local and franchise business operating in the County	Nick Minor	Next committee meeting
✓ Develop a list of national brands and larger businesses	Nick Minor and Shannon Tolliver	Next committee meeting
✓ Provide a contact for the Sunshine Lady Foundation	Nick Minor	
✓ Develop a list of local small businesses	Nick Minor and Claudette Jordon	Next committee meeting

Agenda item: Develop Materials THE "case for giving"

Presenter: Annie Cupka

Discussion:

Mrs. Cupka directed the member's attention to the material list that was passed out at the meeting. She discussed the development of a fundraising thermometer banner to track the fundraising goal publicly, and the subcommittee agreed with that recommendation. Mrs. Tolliver commented that she may know someone that could create the banner for the committee's campaign. The discussion then moved to the development of "Letters of Inquiry" for major foundations and letters to businesses that could be written and given in-person. The Sub-committee then discussed the creation of rack cards and brochures that could be distributed in-person and by mail. The sub-committee agreed that these were all materials that would be needed to fundraise. Mrs. Cupka then introduced the idea of having a fundraising video developed if a potential investor was interested.

Conclusions:

Sub-committee agreed could work on producing the fundraising thermometer banner

Sub-committee agreed to have Letters of Inquiry developed for major foundations and donors

Sub-committee agreed to have letters of inquiry developed for businesses

Sub-committee agreed to have rack cards and brochures developed to assist with fundraising efforts

Action items	Person responsible	Deadline
✓ Craft letters of inquiry for major foundations	Annie Cupka	Next committee meeting
✓ Craft letters of inquiry for businesses	Chris Clarke	Next committee meeting
✓ Create rack cards and brochures	Annie Cupka	TBD
✓ Create a fundraising thermometer banner	Annie Cupka, Shannon Tolliver	TBD

Agenda item: Kick Events **Presenter:** Annie Cupka

Discussion:

Mrs. Cupka brought up fundraising kick-off events to start the campaign. She suggested advertising at local high school football games. Hold an event for the new roof installation, and establish a presence at the Annual Fall Festival. Nick Minor mentioned that the committee should consider marketing at other local events that will be coming up this fall and throughout the year. For example, DHRT Trail runs, Winery events, and Jazz in the Country,

Conclusions:

Sub-committee agreed to market the capital campaign at these events listed
 Sub-committee asked for a list of community events to participate in.

Action items	Person responsible	Deadline
✓ Develop a list of community events to fundraise	Nick Minor, Shannon Tolliver, Terri Rinko	Next committee meeting

Other Information

Observers:

Kim Cook, Phyliss Cook, Stephanie Burch

Resources:

Teams Meeting Software

Special notes:

None