

CMES Development and Communications Committee  
Minutes - Regular Meeting  
3.16.17

Present: Melissa Santrach, Elizabeth Coenen, Amanda Cina, Chris Bewell  
Absent: Nadiya Rapp

1. Many thanks to Amanda for preparing and sending the email blast informing people of the one-day 5% donation to organizations that customers listed as their charity of choice when purchasing through Amazon Smile. The email had an unbelievably high open rate of 36.7%, so we hope to see some donations coming our way.
2. We currently have 135 people on our email list. Amanda will be happy to add other email addresses to the list if anyone has contacts to share.
3. We will be putting together a Dev/Com Calendar this summer for the 2017-2018 academic year. We will include fundraising/friendraising events, newsletter topics, etc.
4. Next three email newsletters:
  - April: Highlight the Project Fair, which is March 27
  - June: Highlight the Health Fair in May, and Graduation in June.
  - Summer: Focus on school-based mental health and the success of our literacy program.
5. We will build a DONATE button into the email template so that people can easily donate to CMES. We will also specifically ask graduating 6<sup>th</sup> year students if they want to continue to subscribe to our newsletter. This will help us keep track of our alumni.
6. We discussed the use of Facebook for Dev/Com activities and decided to table this for a future date. First priority is to ensure that parents are using our new website as their primary method of receiving school communication.
7. Melissa will set up a meeting with Trisha Skajewski (MCM) to discuss collaboration on grant-seeking and grant-writing, as well as guidance on setting up an Annual Giving program.
8. Discussed process for sending thank-you letters to donors. We will update our standard thank-you letter at least annually, and allow for a short hand-written note to be included at the bottom. As an additional enclosure, we may include some small token of thanks that the children might prepare.
9. Discussed fundraising events in general. Next event would ideally be something where attendees can have an *experience* working with the children on some task/project. We will continue to explore possibilities.
10. Based on our program needs, the goal amount that we need to raise every year is \$100,000. Liz and Chris will develop a document that describes what the funds would be used for. This document will be shared with the board as well as potential donors.

*Respectfully submitted by Melissa Santrach, Chair, Development and Communications Committee.*