

CMES Communications and Development Committee  
Minutes - Regular Meeting  
11.16.17

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

1. Amanda launched our first CMES newsletter, geared at friends and potential donors. The purpose of this is to increase awareness of the amazing things that are happening at Cornerstone, particularly for people not directly involved in the school. We will continue to work on expanding the contact list for this newsletter! The next issue will go out in February.
2. Reviewed our Give to the Max project. This project required significantly more time than we assumed, due to choosing the message, generating copy, reviewing copy, and preparing the email. We are grateful to Amanda for all the hours spent on this project. We expect it to be easier next year, and will start working on message and copy in August. One big “oops” was forgetting to send to parents!
3. Melissa and Liz met with MCM to discuss how we can work together on fundraising and grantwriting activities.
4. Discussed possible “community building” activities that can also raise money. This is preferred over annual giving, which may have the unintentional effect of dividing people into two groups. If we focus more on bringing people together, AND give people opportunities to support the school, it will be more inclusive. Ideas include spaghetti dinner and book fair, among other events. The Parent Involvement group may be able to provide support in a “joint” effort.
5. We would like to invite people to a Tour and Introduction to Cornerstone. Two December dates: Dec. 7 and Dec. 14, 9:15 – 10:45. Board members should invite interested people to attend! Tours and discussions are most effective with 5 – 7 people.
6. Chris submitted an application for a \$10,000 Operating Grant from the O’Shaughnessy Foundation. This brief application allowed us to formulate a succinct message and assemble key phrases that can be reused for subsequent grant activities. Melissa will assemble these various pieces, as well as others from Liesl, Sandy, MACS, etc, and put them in our Dropbox so that we all can easily access them.

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