



Salem Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Wednesday April 2, 2025 at 8:00 AM

The Salem Academy Charter School Development Committee will meet at 8:00 AM via Zoom.

Zoom Link:

<https://salemacademy.zoom.us/join/91234567890>

Committee Members Present

Domina DiBiase (remote), Fallon Burke (remote), Laurie Kennedy (remote), Stephanie Callahan (remote)

Committee Members Absent

Nohara Lopez-Okoli

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Laurie Kennedy called a meeting of the Development Committee of Salem Academy Charter School to order on Wednesday Apr 2, 2025 at 8:04 AM.

C.

Approve Minutes

Domina DiBiase made a motion to approve the minutes from Development Committee Meeting on 03-05-25.

Stephanie Callahan seconded the motion.

The committee **VOTED** unanimously to approve the motion.

Roll Call

| | |
|--------------------|--------|
| Nohara Lopez-Okoli | Absent |
| Kara McLaughlin | Absent |
| Domina DiBiase | Aye |
| Laurie Kennedy | Aye |
| Fallon Burke | Aye |
| Stephanie Callahan | Aye |

II. Development

A. March Development Report

Fallon Burke presented the March Development Report as of March 31, 2025. This year, theater ticket sales were logged in the development report since they were processed through Kindful. While there was hope that ticket buyers would also make additional donations, that did not occur. Laurie recommended that next year, the campaign be publicized as “buy a ticket for a student” to encourage more giving.

B. Reach for College Gala Planning

The committee discussed the REACH for College Gala. It was noted that both ticket sales and sponsorships are currently lower than they were at this time last year. To boost ticket sales, the team discussed several strategies, including targeted ParentSquare posts for families and a flash sale. A list of Board members who have not yet purchased tickets will be compiled, and Laurie will follow up with them personally. The group also agreed to provide an option for individuals to make a donation if they are unable to attend or afford a ticket.

To support giving at the event, the Giving Wall was discussed as another avenue for contributions. It was recommended that the wall feature giving levels and highlight key data points, including matriculation and persistence data, high school graduation and college enrollment rates, and the number of alumni since 2009. The wall will emphasize Salem Academy's strong graduation rate and the variety of post-secondary pathways pursued by students. These data points will also be incorporated into Marty's remarks at the event.

Gala marketing strategies include increasing promotion on LinkedIn and encouraging staff, Board of Trustees members, and other supporters to reshare or repost Gala content.

III. Committee Goals

A. Year-End Annual Fund Goal

Laurie led a discussion on the Annual Fund Goal and Stephanie emphasized that the Gala is the top priority at the moment. There was a shared sense of urgency around making the event a success and beginning to plan for an anticipated gap in fundraising.

In preparation for this potential shortfall, the group discussed the importance of full Board participation, noting that 100% giving from the Board is crucial for leveraging additional support from entities like the Foundation Board. Board members should also be encouraged to sponsor the Gala or suggest potential sponsors.

Looking ahead, there is an opportunity to engage the Foundation Board at their June meeting, potentially by inviting someone from the Board to speak at their meeting. For end-of-year fundraising, the team discussed launching a match campaign and the possibility of a "Seats for Seniors" campaign tied to theater seat donations. A June Appeal will also be developed, highlighting the importance of giving during uncertain times, positioning donations to SACS as both an investment in the community and a way to actively support the school's mission.

Action Item: Schedule a Development Committee meeting for next week.

B. Trustee Engagement

Fallon will schedule the conversations with trustees about their giving.

C. Development Calendar

The committee did not discuss the development calendar.

D. Trustee Recruitment

Laurie has a prospect in mind. She will send more information soon.

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:02 AM.

Respectfully Submitted,
Fallon Burke