

APPROVED



Salem Academy Charter School

Minutes

Development Committee

Date and Time

Monday April 7, 2025 at 8:00 AM

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

Zoom Link: <https://salemacademy.cs.zoom.us/meeting/register/hc7n7PnnTI6s5igvOa5XyQ>

Committee Members Present

Domina DiBiase (remote), Fallon Burke (remote), Laurie Kennedy (remote), Nohara Lopez-Okoli (remote), Stephanie Callahan (remote)

Committee Members Absent

None

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Fallon Burke called a meeting of the Development Committee of Salem Academy Charter School to order on Monday Apr 7, 2025 at 8:06 AM.

C. Approve Minutes

Stephanie Callahan made a motion to approve the minutes from Development Committee Meeting on 04-02-25.

Nohara Lopez-Okoli seconded the motion.

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

Roll Call

Stephanie Callahan Aye

Domina DiBiase Aye

Fallon Burke Aye

Laurie Kennedy Aye

Nohara Lopez-Okoli Aye

II. Development

A. Reach for College Gala Planning

Fallon provided an update on the Reach for College Gala, reporting that the recent flash sale successfully doubled ticket sales, increasing from 20 to 41. The committee discussed strategies to target audiences who have not yet purchased tickets, including reviewing the 2023 attendee list and launching a promotional campaign marking one month out from the event.

Ideas for promotions included offering a 30% discount 30 days before the event, a buy-one-get-one discounted ticket offer, and entering attendees into a door prize drawing if they purchase tickets by a certain date. Additional outreach opportunities include setting up a table at upcoming sporting events, the SFC meeting on 4/16, Parent-Teacher-Student Conferences on 5/1 and 5/2, submitting the event to Patch's community calendar, and featuring it in Chamber of Commerce newsletters. The team will also email Trustees and Foundation Board members and consider a ticket giveaway closer to the event, targeting alumni, staff, and families.

Next Step: Schedule a planning meeting for Wednesday, 4/16, or Thursday, 4/17.

For the Future: The committee may explore switching from an auction to a raffle format for next year's event.

B. Year-End Annual Fund Goal

The committee discussed ideas for the June appeal to help meet the year-end Annual Fund goal, focusing on highlighting student outcomes and connecting them to donor impact. One idea was to feature where students are going to college, emphasizing the success of the Class of 2025 — including the number of college acceptances received, how many schools students will attend, how many are in Massachusetts, and the specific fields of interest students are pursuing. The appeal would underscore how these achievements are made possible through community support. The committee also discussed leveraging momentum from the REACH for College Gala to strengthen the

end-of-year push, tying together the stories shared at the event with a final ask that reminds donors their contributions directly impact the opportunities and programming that shape students' futures.

III. 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 8:36 AM.

Respectfully Submitted,
Fallon Burke