

APPROVED



Salem Academy Charter School

Minutes

Development Committee

Date and Time

Wednesday April 16, 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/join/9JtGcbCQqE7XGQsCW_utw

Committee Members Present

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

Committee Members Absent

Kara McLaughlin, 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 16, 2025 at 8:02 AM.

C. Approve Minutes

Domina DiBiase made a motion to approve the minutes from Development Committee on 04-07-25.

Stephanie Callahan seconded the motion.

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

II. Development

A. Reach for College Gala Planning

Fallon Burke updated the committee on current sponsorships and ticket sales for the upcoming REACH for College Gala. The committee discussed several strategies to boost ticket sales in the remaining weeks. Ideas included implementing a countdown to the event, revealing auction items in advance to generate excitement, and sharing program announcements. Additional outreach will be made via targeted emails to former trustees and known friends of honoree Steve Palmer, with a suggested message encouraging donations in his honor for those unable to attend.

Looking ahead, the committee suggested starting the honoree selection process for community partners earlier in the year. One idea discussed for more targeted outreach was to engage 8th-grade families by inviting them to attend the Gala as a way to celebrate their child's positive middle school experience. The Form Team Leader could communicate directly with these families to gauge interest and offer an opportunity to enter a raffle for complimentary tickets if cost is a barrier to attendance.

Additional action items include sending another email to Trustees encouraging ticket purchases and making announcements at the upcoming SFC meeting.

The committee also discussed plans for the Giving Wall, recommending that alumni be featured, particularly those with meaningful stories connected to the school. A suggestion was made to include a brief program moment with an alum speaking alongside Marty, highlighting the impact of community support and student success.

B. Year-End Annual Fund Goal

This was not discussed.

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 8:51 AM.

Respectfully Submitted,
Fallon Burke