

APPROVED



Salem Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Wednesday October 1, 2025 at 8:00 AM

Location

Zoom: https://salemacademycs.zoom.us/meeting/register/OSEL6L1OT2C6nQ-O8wh_pg

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

Committee Members Present

Domina DiBiase (remote), Fallon Burke (remote), Giselle Ortega (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 Oct 1, 2025 at 8:04 AM.

C.

Approve Minutes

Domina DiBiase made a motion to approve the minutes from Development Committee Meeting on 09-03-25.

Giselle Ortega seconded the motion.

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

II. Development

A. September Development Report

Fallon Burke presented the September Report as of 9.30.25.

B. Reach the Beach Recap

Fallon Burke provided an update on the Reach the Beach (RTB) fundraiser, reporting that the school not only met but exceeded its campaign goal. The committee reflected on key strategies that contributed to success and discussed opportunities for continued engagement.

Discussion Highlights:

- Connections Challenge Enhancements: The committee suggested introducing weekly prizes and leaderboard recognition to sustain momentum and excitement.
- Fundraising Pages: There was strong support for creating individual fundraising pages to encourage personal outreach and accountability.
- Upper School Engagement: Instead of Connections-based competition, the committee proposed organizing grade-level competitions for Upper School students to boost participation.

Feedback:

The committee agreed that alumni-focused messaging during this year's campaign was highly effective and should continue to be emphasized in future communications.

C. 2026 Development Committee Goal Setting

The Development Committee discussed goal setting for the 2026 fiscal year, focusing on strengthening fundraising, alumni engagement, and recurring giving. The committee agreed to increase the Annual Fund goal to \$125,000, with GivingTuesday serving as a major early campaign focus. To enhance alumni engagement, the group proposed selling SACS swag at the Alumni Fall Games, with all proceeds benefiting the Annual Fund, and hosting a "Show Your School Spirit Day" to encourage broader community participation.

For the annual campaign plan, the committee agreed to raise the REACH for College Gala goal to \$60,000 and expand efforts in corporate sponsorships. A special initiative called “Seats for Seniors” will invite donors to sponsor theater seats for the Class of 2026, connecting gifts to student celebration and success.

The committee also discussed increasing recurring giving, targeting alumni and families. Plans include adding a compelling recurring donation narrative to the Kindful page and website—illustrating impact, such as how a \$10 monthly donation covers the cost of an AP exam for a student each year. To further strengthen donor engagement, the committee explored launching an AP Exam Sponsorship opportunity, allowing donors to directly fund students’ testing costs and highlight the tangible impact of their contributions.

D. Progress Toward Committee Goals

The Development Committee reviewed its progress toward annual goals. The Annual Fund goal for FY25 was successfully met, and the committee has set a new, higher goal for FY26. The Development Calendar goal has also been achieved through the completion of the comprehensive FY26 Development Plan, which outlines campaign timelines, benchmarks, and strategies for the year ahead.

Regarding Trustee Engagement, Fallon is continuing to lead efforts to strengthen participation and stewardship among board members. One-on-one conversations have been conducted with nine trustees to discuss engagement, giving, and ways to deepen their connection to the school’s mission and development priorities. Fallon will try to schedule the remaining conversations by the end of November.

E. RFC Gala 2026 Planning

The Reach for College Gala has been officially confirmed for May 1, 2026, at the Hawthorne Hotel. The committee discussed next steps to ensure early coordination and effective event planning.

Event Planner: The committee will confirm the event planner’s availability by December and ask whether they would be willing to provide *day-of event support* if a full contract is not feasible.

- Event Committee: Efforts are underway to confirm members of the Gala Committee to assist with planning and outreach.
- Sponsorship: Fallon will update and “flip” the sponsorship tracker and packet for this year to reflect revised levels and recognition opportunities.
- Auction: Early outreach for auction prizes will begin this fall.
- Honoree: The committee will work to determine the 2026 honoree or community partner honorees.

- Promotion: Messaging will include the recent School of Recognition honor, encouraging supporters to *“Donate and help us celebrate!”*

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 8:55 AM.

Respectfully Submitted,
Fallon Burke