



## RMAE Capital Campaign Special Session

Tuesday, September 7th, 2021 | 11:00 am | Zoom Meeting

### Agenda

Agenda Item	
<p>Review fundraising message and goals</p> <p><b>Establish Committees</b> Social Media – Jodi Dorkin, Hilary Taylor Donor Recognition – Trevor DaRin, Kjersten Ostrom-Condojani Events – Kate O’Rourke, Sabrina Outland, Sarah Sailor Website – Matt Sidesinger Corporate/Local Business – Janelle Herrera, Matt Sidesinger, Trevor DaRin, Michael Bell, Jessie Schiavone Alumni – Kelli Anderson Grants – Megan Fuse RMAE Fundraisers – Jillian DeFrehn, Rachel Nicks</p> <p><b>Action Items</b> <b>Social Media:</b> Create postcard – for all committees to use (\$1000 budget) Create blog for updates on the construction process (link to Hootsuite posts) School Messenger – use for updates Parent Communication: Why CC? Why AG? Why PTO? <b>Donor Recognition:</b> Create an action plan and finalize donor levels <b>Events:</b> Corporate/Local – Wild Game event, Fun Run Alumni – Personal tours of campus, dinner or Happy Hour, Wild Game event RMAE – kickoff event when the new playground is finished, possible spring Silent Auction <b>Website:</b> Update as necessary with text and pictures <b>Local/Corporate Business:</b> Review donor list – split into sections Create a marketing plan – personal visit, mailing, phone calls Can we access matching gifts from corporations? <b>Alumni:</b> Create a marketing plan – personal tour, event, mailing, phone calls, link to blog <b>Grants:</b> Create an action plan <b>RMAE Fundraisers:</b> Masks Seasonally Yours Days</p> <p>Discussion: Kick off date for RMAE communication and events Sub-committee create a timeline for action plan Drone Video: Use for marketing Student Video: Decide if this is necessary CRM: Use Sales Force or Hub Spot Sub-committee meetings with Deb or Kelli</p> <p>Zoom meetings will be Tuesday’s at 11am <b>Next meeting September 14, 2021</b></p>	