

Advancement Committee Meeting 6/17/21

Roll Call: Josefina Alvarado Mena, Steve Borg

Hold several trainings on how to fundraise to reach several stakeholder groups.

Review Fund Development Plan:

- Donor events, first class attracting donors and recruitment.
- Board members consider volunteer commitment
- CTE is a huge part of story
- JEDI work intersects with art and Oakland's unique history.

Marketing

- is there one person who owns all marketing & communication, website etc. No one person in the budget. LSC - think creatively. Build strategy around a unified message. Some marketing/PR parents have reached out. Has to be one person's job description, someone experienced with this specific skill set. And social media.
- Video is preferred collateral material.
- Well-rounded approach to fundraising aligned with budget especially re: compensation.
- Quantify OSA budget that represents JEDI work - this is part of it.

+ROI

- Department EOY 42% ROI. A good place to aim is 35%. In past has been 14% which was ridiculous. Alumni program in future. Lay out how to get there, not just goal setting ROI. Can we get interns to help, maybe from local colleges?
- Define fundraising as a central role of ED, encouraging leadership to step up in other ways to free her time for this.
- Avoid board fatigue