

Westside Atlanta Charter School
Job Description - Development Committee

Overview: The development committee drives the school's vital fundraising and marketing activities. Members of this committee oversee the development of fundraising goals, lead activities to meet these goals and hold the administration, collective board and individual members accountable for gift cultivation. The committee also develops annual marketing and outreach efforts to support school development efforts.

The committee meets at least once between every board meeting and submits committee minutes to the full board to communicate progress.

Responsibilities and Duties:

- Recommends organizational fundraising goals for the charter school to ensure long-term sustainability and success;
- Board committee members lead the board's culture of gift giving;
- Develops proposed policies for the board and leadership regarding gift solicitation and recognition;
- Leverages the board and administrative staff to attend key school and community social and political events;
- Monitors progress toward annual fulfillment of fundraising goals; and
- Develops marketing and outreach plans for key donors and communities and the general public.

Development Committee's 2019-2020 Goals

Goal	Deadline	Responsible Party(ies)	Notes
100% Participation of All WACS families in the Annual Fund	12/31	Entire Committee	Remind families of annual fund at school events and via WACS emails
Send 3-4 Community Newsletters each year to keep stakeholders informed of school events, milestones, etc.	Fall, Winter, Spring, summer - TBD	Monica & Jonathan	Hope to create a template that 8th grade students can use to be the contributors and editors of the newsletter in the future.
Plan key elements of 2020-2021 School year Annual Fund Campaign after completion of this year's.	Spring of 2020	Entire Committee	
Connect with previous donors to ensure they keep WACS top of mind.	Ongoing	Delana & David	

Submit committee meeting minutes monthly.	Week after meeting.	Monica	

See 2019-2020 DC Calendar below.

Development Committee Calendar		
2019-2020		
DATE	TITLE	COMPLETED
August 22, 2019	Committee Meeting	Y
September 3, 2019	Annual Fund Kick-off	Yes. 9/28 @ Fun Run
September 6, 2019	Newsletter - Including Spring and Summer Info	
September 26, 2019	Committee Meeting	Y
October 3, 2019	Marjorie Mitchell's 8th Grade Visit	Y
October 24, 2019	Committee Meeting	Y
TBD	Advisory Council Meeting	n/a (Coffee for Parents on 10/31)
November 1, 2019	Email Reminder - Annual Fund Reminder & Company Match Appeal	
November 21, 2019	Committee Meeting	
December 3, 2019	Giving Tuesday	
January 23, 2020	Committee Meeting	
	- Giving campaign assessment	
	- Thank yous for annual fund participation	
February 3, 2020	Newsletter - Fall Semester Events	

February 27, 2020	Committee Meeting	
March 26, 2020	Committee Meeting	
TBD	Advisory Council Meeting	
April 23, 2020	Committee Meeting	
May 14, 2020 (?)	Committee Meeting	
June 2020	End of Year Newsletter	
June & July	Possibly meet at 6 prior to full Board meeting???	