

Fundraising Meeting 6/16/10 Follow Up Notes

1. A spirited discussion was had on the fundraising policies implemented for 2010-2011 as the June letter was reviewed. Some of the follow-up items from the policies are as follows:

- An August communication will be sent to the parents and different ways of clarifying the goals and how they can be reached will be reviewed for this letter. It is important to demonstrate to parents the importance of the fundraising goals and how they can be attained.
- Tracking will only occur within the gift card program as communicated in the letter. But it is understood that tracking only gift cards can eventually have adverse effects on the rest of the fundraising events and that this amount must not grow to an unreasonable amount in the future.
- Relative to tracking, the Committee will explore ways to give parents more information during each event on how their dollars donated will “earn” fundraising credit so they have an idea, on their own, how they are doing relative to their fundraising goals. For the golf outing, we are going to express percentages of fundraising credit based on the type of dollars donated.

2. The gift card program has been very successful and much discussion was had on how to make the program easier and more parent friendly. The Committee understands the difficulties of paying only with cash and the extent of purchases required to achieve family goals. To that end the Committee is going to explore ways to open the program to more card offerings offered through Great Lakes and also will explore the feasibility of allowing purchases to be made with credit cards.

3. It was explained that all fundraising events will be approved and coordinated through the committee based on a number of factors, as follows:

- Favorable ratio of effort/communication required relative to the profit generated
- Time of the year (what else is on the calendar)
- Fun, originality, and diversity of proposed events

All fundraising ideas should be sent to the Committee via fundraising@saintkilian.org. All ideas should be “fully formed” when sent which means they should contain estimated profits, dates, costs, communication needed, location, resources required, etc. Above all, the Committee wants to encourage and coordinate many types of events while maintaining respect for our parents by adhering to the “less is more” philosophy.

4. Much discussion was had on the idea of a Saint Kilian festival or carnival. Everybody agreed that the idea should be more fully explored. Jerry Schad and Dana Veneziano may develop a high-level plan for this type of event for further discussion.

5. It was agreed that all of the larger fundraising events should include involvement from Parish families who may not be involved in the school. It will be a focus of the Committee to ensure that either at the chair level or within the event committee itself that Parish families are represented and involved.

6. It is understood that the Committee must develop a good database of businesses and donors to ensure that each fundraising event has a centralized portal to use for solicitation and marketing and event follow-up. A committee will be formed with volunteers who want to help in this effort. The Committee wants to make sure that all Cranberry area businesses are identified and properly targeted for fundraising events, that all solicitations are appropriate and standardized, and that all donors receive timely acknowledgement of their gifts.

7. It was decided to seriously explore plans for having a Father/Daughter and Mother/Son dance (on separate dates, one around XMAS, and one around Valentine’s Day). The Committee looks forward to receiving those plans.

Questions, comments, etc., should be directed to fundraising@saintkilian.org.

Thanks.

Fundraising Steering Committee for 2010-2011

Everett Burns

Father Charles Bober

Principal Kwiatkowski

Chuck Goetz

Lesley Stofko

Mike Kosobucki