**Advocates for Academic Excellence in Education, Inc.**

**(Benjamin Franklin High School)**

**Development Committee Meeting**

Thursday, February 16, 2017 at 5:30 PM

Benjamin Franklin High School Library

1. **Call to Order**: 5:30 PM
2. **Roll Call**: Alea Cot, Christy Read ’89, Gary Ostroske, Mary Sullivan ’83. Public attendance: John Parauka.
3. **Approval of Agenda (Ms. Cot)**: Approved
4. **Approval of Minutes: N/A**
5. **Information/Discussion:**

Discussion of Broad Goals: What does Christy need from the Development Committee to help her do her job?

* 1. Reach out to those who haven’t given yet using mailers and social media
  2. Prepare and help for Give NOLA Day on May 2nd
  3. Parent Annual Giving, including calls and mail appeals in April
  4. Ask Board members to make phone calls and solicitations
  5. Opening doors for Dr. Pat to major prospects, corporations and foundations
  6. Need to make different cases for giving for different constituencies

-Alumni

-Parents

-Community

-Major donors

g. PR campaigns and marketing materials to explain our funding, demographics and LEA vs. Charter distinction. “What would NOLA be without Franklin graduates?”

In 2016 BF raised $200,000 in unrestricted giving.

1. **Motion to adjourn**: 6:15 PM