



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

May 3 // via Zoom

In attendance // Mary O'Brien, Jane Wine, Kaye Lozier, Diane Caldbeck, Jackie Norris, James Wine, David Adelman, Jennifer Hilmes, Rose Green
Project Support // Hannah Toresdahl

MEETING NOTES

FUNDRAISING UPDATE

Jackie Norris shared that \$3,103,482 has been raised to-date which is 97% of the \$3.2 million goal. The breakdown is as follows:

AMOUNT RAISED // \$3,103,482

Unrestricted: \$1,473,729

Track and Field: \$1,244,659

Innovation and Learning Center: \$334,083

Other: \$51,000

97% to \$3.2 million goal

Since the last meeting, over \$28,000 has been raised. Primary focus for all – low dollar donations. Jackie Norris encouraged everyone to review the donor list and identify who was still missing and encourage them to donate to the campaign.

On April 18th, Diane Caldbeck, Principal Schappaugh, and Jackie Norris presented to Prairie Meadows board on the track & field project to receive a \$150,000 legacy grant. Diane Caldbeck gave a brief overview of how the Prairie Meadows grant presentation went. Over 40 organizations applied for the grant and 20 were invited to present. Several DMPS projects were presenting, including East High School and the DMPS community stadium. Prairie Meadows will announce the recipients in the coming weeks.

Members of the Cabinet asked if there is anything they can do to help follow up with the Prairie Meadows board. The group agreed to mention the project to a few members they know and ask



if they had any further questions about the track & field.

FOUNDATION UPDATE

Rose Green reported that track and field is on schedule for August 2022 and the library project remains on track for summer 2023 as the plans continue to be finalized. The library project is coming together nicely. Principal Schappaugh is working hard to get feedback from staff to make sure the space accommodates all of the needs of the students and faculty.

Rose Green and Jackie Norris will be meeting with Debbie Hubbell, MidAmerican, and Paul Tyler with Dahl Trust regarding naming opportunities in the library. There are several opportunities for naming in the library that are coming together to provide proper recognition.

Rose Green highlighted that the TRHS Foundation is in its busy phase. Between scholarship awards, the Rider Cup, and class reunions the spring is full of events. The Capital Campaign has elevated what the Foundation does and they are looking at what is next in the future of the organization.

PUBLIC CAMPAIGN

A mailing will go out at the end of the week to track & field donors updating them that the school board approved the naming of the track & field complex on May 3rd.

Please engage with the regular drumbeat of social media activities on Facebook and Instagram. Utilize the social media toolkit which provides social media graphics, messaging, flyers and other resources. Engage with post on the TRHS Foundation Facebook page and other Roosevelt or alumni class pages.

Polk County will be filming a video to highlight the Roosevelt for Generations project, Polk County's contribution, and what it means to the Roosevelt community. Filming is set for Tuesday, May 10th. Principal Shappaugh, Kate Mead, and several students will speak in the video. Eli Fox will be filming a hype video focused on the TRHS Foundation, impact on students and faculty, and celebrating the 100th year anniversary of Roosevelt. The tentative date for filming is Tuesday, May 17th.

CABINET ASK

Continue to reach out to your networks and community for donations. Review the donor list and identify who was still missing and encourage them to donate to the campaign.

RIBBON CUTTING EVENT

Save the date for September 23-24, 2022. Friday, Sept. 23rd is a home football game and there will be a halftime recognition. Saturday, Sept. 24th at 10 a.m. an official naming ceremony will be



held. Kaye Lozier has been in contact with the Duncan family and they are very excited to be part of this and looking forward to the donor recognition event. Cabinet members are encouraged to attend as well as donors and community members. When invites are sent out, cabinet members that were directly involved in securing donations are asked to personally invite those donors as well.

Next meeting: Tuesday, June 7 at 4:30 pm

