



## **ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN**

### **CAMPAIGN CABINET MEETING**

**June 7 // via Zoom**

In attendance // Jackie Norris, Rose Green, Suzanne Reynolds Arnold, Diane Caldbeck, Janie Wine, Mary O'Brien, Adam Claypool, Jennifer Hilmes, Cheryl, Kate Mead, Molly, James Wine  
Project Support // Hannah Toresdahl

### **MEETING NOTES**

#### **WELCOME & SHARING**

Jackie Norris asked the cabinet to share Rider Pride moments over the past month. It has been a busy spring full of events including graduation, scholar night, class reunion, and more.

#### **FUNDRAISING UPDATE/CELEBRATION**

Jackie Norris shared that we have reach our goal of \$3.2 million! The breakdown is as follows:

#### **AMOUNT RAISED // 3,256,864**

Track and Field: \$2,116,000 + DMPS \$850,000

Innovation and Learning Center: \$950,000 - \$1M

Endowment: \$25,000

Administrative & Signage: TBD

**100% to \$3.2 million goal**

#### **SIGNIFICANT PLEDGES**

Dean and Diann Peyton - \$6,000

John and Lisa Kenworthy - \$5,000

Pauline and William Niebur - \$2,000

Thomas and Vicki Heiken - \$5,000

Dennis and Sandy O'Brien - \$10,000

Holly and Tom Carr - \$5,000

Raymond Michel - \$5,000

Since the last meeting \$66,000 has been raised. The hope is to be at \$3.3 million by the end of June. Jackie Norris took a moment to thank everyone for their involvement in the campaign

and all they have done to reach the goal.

Rose Green discussed the funding allocation of the campaign. The most firm number is the track and field. The construction on the track and field is through the concerning parts that may have caused delay but everything is full steam ahead. \$2.1 million has been allocated to the track and field. DMPS \$850,000 helps to fund lights for the field. The coaches and team are excited to be able to practice after 6pm. The neighborhood association is aware of the lights and there was caution of light placement so it would not interfere.

The library cost is estimated to be around \$950,000 - \$1 million. Green is concerned about inflation and supply chain issues so there is a range to account for that. Administrative and signage cost is an estimate. Norris is working with the signage committee to get estimates on cost and materials available. The campaign evolved into two pillars, but there was a generous donor that requested \$25,000 restricted to the endowment.

Norris made note of significant pledges and the cabinets work to check on the pledges. Donors will be contacted this month regarding name recognition and the ribbon cutting event. Jackie asked the cabinet to take a look of the list of donors to do some follow up before the end of June

## **FOUNDATION UPDATE**

It has been a busy month for the TRHS Foundation. Kate Mead shared the Rider Cup event was a success. The Hall of Fame and scholar night combined to create an Academic Award night to recognize an outstanding alumni and Roosevelt students. Ryan Ford was inducted into the Hall of Fame. He gave a great presentation while all of the foundation scholarships were given to the students. Mead also touched on the class reunion was able to see all of the updates around Roosevelt.

Green shared Kari Stone is transitioning out her role at the foundation. Her position is posted and looking to be filled soon. Interviews for the position begin next week. Kari will stay on until the position is filled and help with the transition.

## **PUBLIC CAMPAIGN ACTIVITY UPDATE**

Social media messaging is continuing and pushing for more donations as the campaign finished at the end of June. Green and Norris have talked to neighborhood groups and many of them have shared the campaign on their Facebook page and newsletter.

The Polk County and Eli Fox videos are coming together. They should be completed in the next few weeks. Both have a long shelf life and can be used over the next year as projects are completed.

Norris posed a question to the group, If we were to publish on social/newsletter the full list of all who have donated as a mechanism to get last minute donations in the last fifteen days of June, what are the upsides? What are the downsides? This would encourage donors to get on

the Roosevelt for Generations movement if their name isn't there, it should be. A con is that this is a thoughtful process that we list everyone's name correctly to give proper recognition.

## **SIGNAGE**

The signage committee's current recommendation is to add \$2,500 and above recognition to the formal signage. The signage will be by the auditorium entrance located in the foyer at Roosevelt. The committee is currently working on the cost and material estimates and long term impact for the future. The committee is also considering how to recognize the track and field donors.

Norris suggested to the cabinet to do a final push for more donors to help cushion the cost of the signage. We want to make sure the signage is a way to beautify the area the campaign has invested in.

A mailing and email will be sent to donors to confirm how they would like to be recognized. All donors will be invited to the Ribbon Cutting event. Whether on the printed program or signage all donors will be recognized in some way. Those being honored or remembered with a donation will also be recognized. It is important to make all of our donors feel valued.

## **CABINET ROLE**

Norris encouraged the cabinet to pat themselves on the back for reaching the campaign goal and reaching the end. The cabinet can continue to spread social media messages, invite people who have not donated, and volunteer for the Ribbon Cutting event.

Save the Date for the Ribbon Cutting Event –  
Friday, Sept. 23<sup>rd</sup> Home football game  
Saturday, Sept. 24<sup>th</sup> at 10am Official Naming Ceremony

