



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

August 3, 2021 // 4:30 pm in TRHS Library and via Zoom

In attendance // David Adelman, Diane Caldbeck, Adam Claypool, Mollie Cooney, Cheryl Dahlquist, Rose Green, Jane Hemminger, Jennifer Hilmes, Laura Leonard, Kate Mead, Bill Newland, Jackie Norris, Mary O'Brien, Lori Sloterdijk, Janie Wine, Jim Wine

Consultants // Connie Isaacson and Nikki Syverson

Special Guest // Steven Schappaugh

MEETING NOTES

WELCOME & SHARING

Chair Jackie Norris welcomed Roosevelt principal Steven Schappaugh. Mr. Schappaugh discussed the positive energy going into the new year and noted the largest incoming 9th grade class in recent TRHS history!

THE CAMPAIGN TO-DATE

Jackie Norris shared that the total raised by the cabinet to-date is \$1,844,269, with \$873,700 restricted to the track & field, \$135,000 restricted to the innovation center, and \$835,569 in unrestricted gifts. Jackie shared that much progress has been made since the last meeting in June. The following gifts over \$20,000 were committed:

- MidAmerican: \$250,000
- Dahl Trust: \$150,000
- John Bucksbaum: \$100,000
- Duncan Family: \$100,000
- Fred & Charlotte Hubbell: \$35,000
- Kay Bucksbaum: \$25,000
- Beverly Blank Perry: \$25,000
- Bruce & Susy Kelley: \$20,000

Janie Wine reported on the major donor cultivation event that was held on June 29 and hosted by the Wines, Katelmans, and Hubbells. Approximately 30 donor prospects were in attendance for the multi-generational event. Both Fez Zafar and Jackie Norris gave inspirational speeches, and the event was very successful in spurring fundraising momentum.

Diane Caldbeck reported on efforts to name the track and field in honor of Randy Duncan. The goal is to raise \$1 million from leadership donors who may not have otherwise given to the

campaign at that level. To-date, \$873,300 has been committed with at least five additional prospects at the \$100,000 level.

MOVING THE CAMPAIGN FORWARD

Connie Isaacson and Nikki Syverson shared a mid-year analysis of campaign progress. The overview included background of the campaign's origination as well as three recommendations based on data and current progress:

1. Reduce the campaign goal to \$3 million
2. Extend the campaign timeline to June of 2022
3. Adjust the project scope and timeline to reflect reduced goal while continuing to move projects forward.

Reducing the campaign goal allows the campaign to succeed and sets realistic expectations, and an extended timeline is also more realistic and manageable for volunteer-led efforts. ISC recommended moving forward with the track & field construction as the highest priority and before the campaign is complete to continue momentum and take advantage of DMPS's \$600,000 commitment.

Much discussion was had on ensuring two aspects of the campaign remained: the track & field and the library. Jackie Norris reported that the planning committee is working diligently to assess construction costs and timelines to ensure the best path forward. The costs for the track and field are not as variable as the library with fixed costs totaling \$3.1 million. The planning committee and RDG are drilling down on costs to ensure a high-quality product that can evolve as additional funding is available. Creating a revenue-generating source from the field would be incredibly helpful to all activities at TRHS.

The cabinet is encouraged to continue making calls and promote the big picture. As the projects are refined and confirmed, strong messaging will be crafted and shared.

CALL REPORTS

Major and leadership prospect calls continue. Currently 15 calls are in progress for asks of \$50,000 or more and 12 are ready for activation. While the focus remains on major and leadership donors through September, cabinet members are encouraged to continue making their assigned calls.

The group discussed how different classes will be engaged during the public phase, which is when exciting, crowd-building strategies will be employed.

NEXT STEPS

Jackie Norris reiterated the need to keep momentum going raising as much money as possible by January to keep the track and field construction schedule on target. Ideally, \$2.4 million will be pledged in unrestricted or track & field dollars in order to go to bid mid-January.

Next meeting: Sept 7 at 4:30