



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

June 8, 2021 // 5:30 pm in TRHS Alumni Room and via Zoom

In attendance // David Adelman, Suzanne Reynolds Arnold, Diane Caldbeck, Adam Claypool, Mollie Cooney, Cheryl Dahlquist, Jackson Dahlquist, Brian Gentry, Rose Green, Jennifer Hilmes, Kate Mead, Jackie Norris, Mary O'Brien, Lori Sloterdyk, Janie Wine, Jim Wine
Consultants // Connie Isaacson and Nikki Syverson
Special Guests // Debbie & Mike Hubbell, Steven Schappaugh

MEETING NOTES

WELCOME & SHARING

Chair Jackie Norris welcomed Roosevelt scholarship recipient and recent graduate Jonna Coleman. Jonna spoke about her time on the equity board and how she enjoyed working with teachers to engage minority students, better understand cultures and fully support a diverse student body. Jonna will attend Georgia University in the fall as a psychology and pre-med major.

Newly named TRHS principal Steven Schappaugh was introduced to the group. Mr. Schappaugh is looking forward to moving the needle for students and will help the Foundation leave a legacy for all TRHS students.

Jackie also announced a recent commitment from the Hubbell family of \$100,000 to support the library. Mike and Debbie Hubbell shared why they, along with their adult children are excited about making a lasting generational impact. Debbie stated that her family are big supporters of public schools, particularly DMPS while there are always many changes, the record of excellence remains strong. Additionally, the Hubbell family has a legacy of supporting DMPS libraries and schools.

The Hubbells and Wines along with their children Alex and Cooper Hubbell and Sara and Joe Katelman have generously agreed to host a major donor cultivation event at Wakonda in June. We are grateful for their leadership and details will be forthcoming.

FOUNDATION UPDATE

Foundation Board President Rose Green shared that the Foundation recently awarded \$35,000 in scholarships and that the Ryder Cup had very high attendance raising \$25,000 for the Foundation.

Rose also introduced Channing Swanson and Cheung Chang with Neumann Monson Architects. Channing shared the process behind creating a new library design which included a workshop with teachers and students. Concepts voiced during the workshop included creating a safe, inspiring and inclusive space to act as the hub for the school. The group would like the new center to foster collaboration, communication and cooperative learning.

The plans Neumann Monson shared included niches and nooks for books and seating, an abundance of light, an ADA accessible stage, and many modular, flexible spaces. Carpet will be removed and the ceiling will be updated. There will also be an indoor-outdoor component connecting the courtyard. The new space will reflect students' needs now and into the future.

FUNDRAISING UPDATE

Jackie Norris shared that campaign has passed the \$1 million mark, raising \$1,039,445 to date. This includes 48 donors who have currently supported the campaign with donations ranging from \$50 to \$500,000. Since the last meeting, \$225,000 was secured including donations of \$100,000 from the Hubbell family and Steve Eckley.

Jackie also stressed the need to make calls throughout the month of June. There are currently \$2 million in pending or assigned asks. The campaign benchmark is to get to 60% of goal or \$3 million by July 31. In addition, architectural designs and permits are due soon to deliver a track and field by August 2022. Therefore, it is important to be in step with fundraising amounts and project scope. Getting calls made and commitments confirmed is important in order to not have to scale back projects.

FUNDRAISING PROGRESS AND STRATEGIES

Connie Isaacson shared the gift range chart which was included in the meeting packet and posted on the portal. She also shared the nine major donor strategies in progress including the Duncan Field. The Duncan Field concept has gained recent momentum with \$600,000 committed and several calls to be made yet this week. This concept is being created as a leadership gift motivator for gifts of \$100,000 or more, or other donors who would not otherwise give to the project.

Additionally, a class gift strategy was shared and is posted on the portal. Currently strategies are being initiated for classes with major gift potential that already have member who has donated to campaign and is willing to offer a class challenge. Closer to the public campaign, all classes will be engaged through the process outlined in the document.

MAKING THE ASK

Diane Caldbeck shared her pointers and tips for making asks of friends and colleagues. She stressed the Three E's: enthusiasm, energy and empathy, and reminded the group that people give to people in addition to what they are passionate about.

Diane encouraged the cabinet to ask as many questions as possible and find out what is important to the donor.

NEXT STEPS

Brian Gentry shared that the highest priority right now is for cabinet members to make assigned calls. He encouraged the group to let Connie or Nikki know when a call is scheduled to receive information such as talking points, past giving history, etc. He stated that there is momentum with several major donor plans and the recent donations that exceed \$225,000, and that we just need to keep it up!

Next meeting: July 6 at 4:30