



## **ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN**

### **CAMPAIGN CABINET MEETING**

**February 1, 2022 // via Zoom**

In attendance // Adam Claypool, Rose Green, Jennifer Hilmes, Laura Leonard, Kaye Lozier, Kate Mead, Jackie Norris, Mary O'Brien, Janie Wine, and Jim Wine  
Consultants // Nikki Syverson

### **MEETING NOTES**

Chair Jackie Norris welcomed the group and introduced Amber Graeber, instructional coach at Roosevelt. Amber, who has extensive experience in the district, shared how the TRHS administration's clear vision for instruction is benefiting the teachers. As a part of social and emotional learning, every class includes three factors: a welcoming and inclusive introduction; engaging strategies; and an optimistic closure. Amber stated that the activities at Roosevelt offer a way for everyone to "find their home," and added that she is very excited about the projects of the campaign.

### **FOUNDATION UPDATE**

Rose Green reported that the Foundation is working on the scholarship program as well as this year's Hall of Fame and Rider Cup. Rose and Kate are also recruiting the right individuals to help implement the public portion of the campaign.

The Foundation is also working closely with architects to value engineer the library plans. Once plans are confirmed, library donors will be updated.

### **FUNDRAISING UPDATE**

Jackie Norris shared that \$2,990,635 million has been raised to-date which is 93% of the \$3.2 million goal. The breakdown is as follows:

- \$1,406,082 – Unrestricted
- \$1,193,722 – Track & Field
- \$291,083 – Library
- \$26,000 - Other

Since the last meeting, \$42,000 has been raised which is very good for January, which is typically a slow fundraising month. Gifts over \$5,000 include Alicia and Eric Knapp and RDG Planning and Design. Donor pledges to-date were shared via link the chat and are included on the campaign portal.

Nikki Syverson walked through the gift range chart. There are still opportunities for major and leadership grants, but the majority of the focus for the remainder of the campaign will be on the lower levels. The Prairie Meadows board list will be sent along with talking points prior to the grant presentations in the spring.

### **SPECIAL GIFTS**

Nikki Syverson updated the group on the special gifts phase process. A list has been curated of 150 donor households. Names were identified from the cabinet, donors from the last campaign and from the Foundation's database. Letters will be sent to those on the special gifts list asking for a meaningful donation (targeting an average of \$5,000). The ask of the campaign cabinet is to add missing addresses, sign up to make 5 – 7 follow-up calls and to let ISC know if any names should be removed.

Once the letters are sent, ISC will provide talking points for follow-up calls. Calls should be made in the second half of February in the hopes of confirming as many gifts as possible before the public launch in March.

### **PUBLIC CAMPAIGN**

Rose Green reported that concept of the track legends was both exciting and meaningful, but the reality of bringing it to fruition became difficult due to the current commitments of our former track legends and the short timeframe for implementing the concept. She stated that while our fundraising efforts will not focus on an effort to name the track for these individuals, we remain grateful for the positive impact made by these legends to so many former and current Roosevelt students.

Rose Green also shared that the public campaign will officially launch on Friday, March 4 at the Rider Pride inclusive basketball game. Suzanne Arnold will help spearhead the event along with others from the school including Principal Schappaugh and students. The event will include an announcement at halftime, banners in the commons, social media, and other excitement-inducing elements.

Jackie Norris reported that the public campaign serves as the "all call" for donations. The goal is to hit everyone, but without a specific donor ask. Components include social media, mailings and a class gift strategy led by the Foundation. Much of February will be spent prepping these items, with a big push March through June.

Next meeting: March 1 at 4:30 pm