



## ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

### CAMPAIGN CABINET MEETING

March 1, 2022 // via Zoom

In attendance // David Adelman, Suzanne Reynolds Arnold, Adam Claypool, Cheryl Dahlquist, Jackson Dahlquist, Rose Green, Jane Hemminger, Jennifer Hilmes, Kaye Lozier, Kate Mead, and Jackie Norris

Consultants // Connie Isaacson and Nikki Syverson

### MEETING NOTES

Chair Jackie Norris welcomed Cabinet and discussed the great show of Rider Pride at the girls state basketball tournament. Over 800 tickets were sold, and many Roosevelt students were bussed into the game. The support for the girls' basketball team was incredible and another reason why the committee is working so hard.

### FOUNDATION UPDATE

Rose Green reported that track and field contract came in under bid and will go before the school board this evening. Mid America Golf and Landscape was recommended by both RDG and the district, and the team felt very confident in their abilities. Because the bid came in lower, lights were added back in the project scope which will allow for greater use by students. A start time is still to be determined, but the Foundation is confident in a Fall delivery.

Modified library designs were shared with the Cabinet. The schedule is still planned for library construction next summer to alleviate inconveniences for students and allow for additional grants to help fund the project.

### FUNDRAISING UPDATE

Jackie Norris shared that \$3,057,606 million has been raised to-date which is 96% of the \$3.2 million goal. The breakdown is as follows:

- Unrestricted: \$1,435,083
- Track and Field: \$1,269,660
- Innovation and Learning Center: \$326,583
- Other: \$26,000

Since the last meeting, \$66,000 has been raised. Gifts over \$5,000 include Gartner Family Foundation (\$30,000), Scott & Melissa Duncan (\$10,000), Jed & Jane Duncan (\$10,000) and Rusty Hubbell (\$10,000). Nine gifts under \$5,000 were committed.

## **NAMING GUIDELINES**

Now that the Foundation has received more concrete library plans, updated naming guidelines were shared and offered for approval. Naming opportunities will start at \$100,000. Kate Mead motioned to approve the naming guidelines and Suzanne Arnold seconded; all approved. The naming guidelines will now be voted on by the Foundation board, then carried out by campaign leadership.

## **SPECIAL GIFTS**

Nikki Syverson reported that the special gifts letters hit mailboxes mid-February. She thanked those on the Cabinet who volunteered to make calls and encouraged others to still sign up. Talking points are provided which aids in making these calls simple and fun.

## **PUBLIC CAMPAIGN**

Rose Green and Suzanne Arnold shared that the public campaign will officially launch on Friday, March 4 at the Rider Pride inclusive basketball game that supports Best Buddies and Unified Sports. The pep band will play, and a Foundation board member will take video. The goal is to announce the campaign, raise awareness of the projects and call those to action. In the public campaign, all donation sizes are encouraged.

Rose also let the Cabinet know that after a deliberate interview and vetting process, SPPG was chosen to lead the public campaign efforts. ISC's contract will conclude at the end of March and ISC will ensure that SPPG, the Foundation and Cabinet have all the tools they need to ensure a strong and successful campaign finish.

Nikki Syverson also reported that a press release and email blast will be sent in correlation with the March 4 public announcement. Current donors will also receive an update on the campaign's status via email. Lastly, a mailing is planned late March/early April for additional names from the database that were not included in the Special Gifts phase.

Jackson Dahlquist encouraged the Cabinet to participate in the Rider Cup which supports the Foundation.

**Next meeting:** April 5 at 4:30 pm – new calendar invitations will be sent prior