

RSSAA Development Committee Mandate 2023-24 School Year

Mission

The Development Committee's goals are to expand our capacity for fundraising and create a culture of philanthropy, which includes annual fund, capital campaigns, and planned giving.

Objectives

- I. Develop and foster a culture of giving with our constituencies (parents, board members, alumni, alumni parents, extended family, faculty, staff, and friends)
 - a. Communications
 - i. Integration of philanthropy into how our faculty, staff and board members communicate with parents, alumni, alumni parents etc.
 - ii. Consistent messaging on why giving makes a difference for our school.
 - iii. Integrate messaging in collaboration with admissions, alumni, outreach, and internal.
 - b. Engage key people in the community to communicate to specific constituents about philanthropy.
 - i. Parents – Annual Fund representatives from each class and Parent Council
 - ii. Alumni – Alumni Student Agents from each class
 - iii. Extended Family – Grandparent Group
 - iv. Business Partners
 - v. Staff & Faculty - Faculty and Staff reps from Board
 - vi. Board Members – Leadership, major and key community donors
2. Cultivate and steward resources (people, products, time, finances)
 - a. Waldorf Alumni platform for alumni engagement for jobs, internships, re-location, RSSAA events and fundraising.
 - b. Create affinity groups from parents, alumni & community (ie: Business Partners, Steiner Designers, Sustainability, Grandparents, UM, etc).
 - c. Board members part of thanking our donors (event, personal phone call/note, mailing). Implement a Board Playbook that outlines 3-4 communications with assigned donors for a full year.
 - d. Analyze our Raiser's Edge fundraising database for giving capacity and identify major donors for further cultivation.
 - e. Analyze Annual Fund donors (over \$1,000) and cultivate for future major gifts.
 - f. Track and steward donors who gave additional tuition for the 2021-2022 school year.
 - g. Work with Development staff on cultivation plans for major gifts.
3. Solicit financial and in-kind support
 - a. Work with Development staff on solicitation of major gifts for Annual Fund and Capital Campaign. Develop a plan for the next stage of Capital Campaign to eliminate debt and build an endowment.
 - b. Identify Board members who will be part of the relationship building process in the solicitation of major gifts.

- c. Understand the specific items needed by the school and identify potential parents or community members who could donate in-kind gifts or services.
4. Expand capacity of fundraising
 - a. Identify and train volunteers who are part of fundraising campaigns (ie: Annual Fund representatives, Alumni Student Agents, etc)
 - b. Analyze and identify future staffing needs to fulfill fundraising goals related to the Strategic Plan.
 - c. Work in conjunction with the Board of Trustees Nominating Committee to identify new Board members who have capacity to support fundraising goals.

Membership

As outlined in the RSSAA by-laws, the Development Committee shall be composed of at least the Development Director (chair), a College Member, and another Trustee and others deemed appropriate by the committee or the Board President.

Meetings

The Development Committee will meet 4-6 times during the year.

Reports

The Development Committee shall report efforts to raise funds for the current and future needs of the School and offer oversight to the development process.

Outcomes

The Development Committee will submit recommendations to the Board based on the actions required to fulfill the objectives.