



Development Committee Meeting Summary

Tuesday, May 11, 2021: 6pm – 7pm

Prepared by: Keishia Niblack, Board Member and Development Chair

Development Committee Members: Keishia Niblack, Tomika Jones, & Dr. Gavin Samms

Development Committee Meeting Attendees: Keishia Niblack, Tomika Jones, Dr. Gavin Samms and Dr. Marcus Shute

Development / Fundraising Consultant:

Next Step Recommendations-

- 1) Confirm Genesis Initial Goals/Priorities for consultant to deliver:
 - a. Help with Managing Board (Define)
 - b. Legislative outreach and advocacy
 - c. Fundraising Priorities:
 - i. Facilities (will allow us to support an environment K-12.)
 - ii. (Programs, 2 Year Program, FF&E, Improvements, Educational Trips, Student Supplies.)
 - iii. Future Scholarships for Technical School, College, 2-Year Program, Support Young Student Entrepreneurial ideas (Reaffirming Excellence.)
- 2) Confirm Salary for Consultant
 - a. Monthly Rate
 - b. Define Terms of Engagement
 - c. Start Date (Goal: FY 22.)
- 3) Keishia to Follow Up with Candidates (each candidate has reached out asking for status on the role)
 - a. Laurie Nichols
 - b. Maria King
 - c. Linda McNay
- 4) Development/Fundraising Candidates:
 - a. **Laurie Nichols** who was referred by Tracy Crump spoke with Dr. Samms early April 2021 and with Keishia Niblack to follow up on 4/15/2021.
 - i. The 3 Priorities Laurie noted from her call with Dr. Samms are as follows:
 1. Help with managing the board.
 2. Legislative outreach and advocacy.
 3. Fundraising.
 - ii. Laurie will be sending a proposal to the Development Committee for consideration for the Fundraising/Development Consultant Role.
 - b. **Maria King** who was referred by Darryl Jones is awaiting a follow up call to understand Genesis Fundraising Goals and to also bring forth a proposal.

- c. **Linda McNay** also referred by Tracy Crump. Linda emailed Tracy on 4/21/2021 following up on the status of Genesis hiring a Development Fundraising Consultant. I have let Tracy know that I would follow up with Linda as well.

Donor Policy:

- 1) What are the next steps to develop a donor policy?
- 2) Is this something we would have the fundraiser/consultant develop?

Website Maintenance:

- 1) Frequently Asked Questions – No answer to the questions on the website.
- 2) Donor Link – Keishia checked the donor link on the website, and it is not fixed.
 - o Dr. Samms confirmed the donor link will have to be changed and reset.
- 3) Clicking on more information on how to donate. On click here to fill out our form for in kind giving... there is no form.
- 4) Confirm web content company – Noting the above items, it is recommended that we have the website reviewed and any broken links and any other items that need to be addressed to be addressed by our website consultant/company.

Post Meeting To Do:

- 1) Tomika to follow up with Finance Committee regarding best practices and receiving donations. Also send follow up on how accounting is handled for monetary donations received.
- 2) Keishia to follow up with Maria King and Linda McNay regarding next steps.
- 3) Board Donations – Effective July 1, 2021. FY 2022 there will not be a minimum requirement, however we do ask that you make this giving a priority.
- 4) Keishia to research job description for Fundraising/Development position.
- 5) Fundraiser/Development Consultant:
 - a. (Need to look into this...do more research.)