

Zoom Link	https://salemacademycs.zoom.us/j/82796170032
Members Present	Laurie Kennedy, Domina DiBiase
Members Absent	Toyuwa Newton, Julie Rose
SACS Staff	Stephanie Callahan
Recorder	Fallon Burke
Guests	
Start Time	8:06 am
End Time	9:10 am

Minutes

- I. The meeting began with a review of the September Development Report and a recap of the Reach the Beach (RTB) campaign. The RTB \$22,000 fundraising goal was exceeded, raising over \$28,000.
- II. The committee discussed strategies for the GivingTuesday appeal and reviewed totals from FY23 and FY24. Fallon suggested that the FY25 GivingTuesday appeal be centered around a specific Fund A Need. Discussions included highlighting Salem Academy’s College & Career readiness programming as the need, as all students go on a field trip to a college or university. These trips are roughly \$30 per student for bussing.
- III. Additionally, the committee discussed alumni engagement strategies, which included promoting small donations at the upcoming Fall Alumni Games and the importance of funding testing (AP, PSAT/SAT), which students do not pay for. Fallon shared that Salem Academy has recently adopted Salesforce in partnership with the Alumni Success Coordinator. Laurie noted the importance of implementing Salesforce with a trained professional.
- IV. Stephanie shared reflections on the 2024 Gala, noting it raised more than previous years despite higher spending, and discussed the elevated experience for the 20-year celebration. Venue considerations were reviewed for the 2025 Reach for College Gala, and Fallon will update the committee on venue availability for May 2nd and May 9th.
- V. The meeting adjourned at 9:10 am.

Documents Referenced During the Meeting:

- September 2024 Development Report
- RFC Gala Budget 2025
- Venue Information 2025