

<b>Zoom Link</b>	<a href="https://salemacademyics.zoom.us/j/87970794228?pwd=hmYx0luzKLjgWtsDTbQc2hdjHbXDub.1">https://salemacademyics.zoom.us/j/87970794228?pwd=hmYx0luzKLjgWtsDTbQc2hdjHbXDub.1</a>
<b>Members Present</b>	Domina DiBiase, Laurie Kennedy
<b>Members Absent</b>	Toyuwa Newton, Julie Rose
<b>SACS Staff</b>	Stephanie Callahan
<b>Recorder</b>	Fallon Burke
<b>Guests</b>	
<b>Start Time</b>	8:04 am
<b>End Time</b>	8:57 am

**Minutes**

- I. The meeting began with the approval of the minutes from November 20th.
  
- II. The committee reviewed the progress of GivingTuesday, which raised just over \$3,400 as of 8:00 am. An additional email appeal will be sent out today to encourage further donations, and the effort is being positioned as the kick-off for the year-end fundraising appeal. An e-appeal for alumni was also discussed, including a quote from an alum, and the idea of requesting donations for books or small items, such as a \$10 donation for a book or \$25 for a beanie bag. The committee suggested leveraging Service-Learning projects in these appeals.
  
- III. The committee reviewed the draft goals:
  - A. Goal 1: By March 1, 2025, the Development Committee will help the SACS Development team to produce an annual development calendar.
  - B. Goal 2: By June 30, 2025, Salem Academy will raise \$110,000 for the Annual Fund.
  - C. Goal 3: By December 31, 2025, recruit at least one new Trustee with development expertise (fundraising, corporate partnerships, or community engagement); identify three candidates for engagement by March 30, 2025.
  - D. Goal 4: By April 30, 2024, each trustee will participate in at least one conversation about their philanthropic giving to Salem Academy. Trustees are encouraged to give or get, either through a personal contribution or by securing support from others, at a level that is meaningful and comfortable for them, with a minimum expectation of participation. Progress will be reviewed quarterly to ensure alignment with the Development Committee’s mission of fostering a culture of philanthropy and supporting the school’s financial goals.

1. The committee discussed the idea of meeting with each Board Member annually in a one-on-one setting. The purpose would be to ask key questions such as what role they enjoy most, what drives their philanthropy, and to seek any advice regarding the planning of next year's budget. These meetings will be announced at the December Board meeting, with the intention to meet with trustees individually during the first quarter of 2025. The one-on-ones will also provide an opportunity for trustees to visit the school.
  2. The committee emphasized the importance of planning for the next two quarters and discussed the concept of planned giving, including identifying potential matches. Trustee support for the school was highlighted as essential, and it was noted that understanding when and why trustees plan to give is a critical part of the school's fundraising strategy. The outreach plan also includes engaging individuals who made donations in November and December of 2023.
- IV. Finally, the committee reviewed potential venues for the upcoming Gala, including Hamilton Hall, Hawthorne, and Colonial Hall. Fallon will follow up with the venues to learn more about their AV capabilities, room rental fees, and setup requirements.

**Documents Referenced During the Meeting:**

- November 20th Meeting Minutes
- December Development Report
- Venue Information 2025