



Development Committee 2020-2021

Purpose of the Committee:

6.3.2. The Development Committee shall be responsible for the planning and implementation of the Board's advancement of the school through its annual giving, capital giving, planned giving and other major fundraising initiatives. The committee recommends development goals.

This committee should not be viewed as the only group that brings in financial resources, all trustees should be mindful of student recruitment and retention as well as fundraising.

Reports to:

Board of Trustees and takes direction from the School's Long Range and Strategic Financial Plans.

Staff to the Committee:

Head of Advancement

Committee Membership and Operations:

The Development Committee is made up of the Development Committee Chairman, the President and other trustees as appointed by the President of the Board. The Head of School is an ex officio non-voting member of the committee. The committee may include non-Board members. All committee work is done in partnership with and through the Board of Trustees, the school's leadership and the assigned staff member. The committee does not have authority to usurp the authority of the Board, or to direct or oversee staff.

Frequency of meetings:

At least once per quarter

Development Committee Scope of work:

1. Help nurture a culture of philanthropy throughout Country Day, and assure a mechanism for the recognition, respect and stewardship of all donors.
2. Formulate a multi-year Admissions Plan which supports continued improvements in retention as well as recruitment growth at every grade level.
3. Formulate a multi-year Marketing and Communications plan which supports retention and recruitment goals as well as fundraising initiatives and campaigns.
4. Monitor the plans and recommend yearly results and benchmarks for Board action.
5. Determine and recommend yearly goals for the School's fundraising efforts – Country Day fund, named funds, fundraising events (Dancing with the Stars and Clay Shoot), major gifts initiatives and capital campaign endeavors.

6. Review current fundraising policies and make recommendations to the Board for improvements and updates. Research and recommend new philanthropy and fundraising policies for Board action.
7. Ensure that accurate and secure giving records are maintained by the Advancement Department and that timely appropriate acknowledgment and recognition for gifts are maintained.
8. Help the Board articulate the case for philanthropic support directed at specific audiences. Help with major donor identification and cultivation by attending planned development events and by personally inviting potential donor(s) to join you at school-wide events.
9. Preserve the confidentiality of all discussions at Advancement Committee meetings.

2020-2021 Goals

1. Determine and recommend 2020-21 financial goals for the Country Day fund, named funds, fundraising events, and major gifts initiatives.
2. Execute one or more fundraising events during the 2020-21 year.