

Community Meeting
5/26/05

Purpose of meeting was to brainstorm as a community ways to increase Sustaining Fund participation in order to meet the \$386,650 goal.

Sustaining Fund Update

- \$350,000 in pledges and matching (\$100,000 increase over last year)
- 58% overall community participation
- 73% elementary participation (10% increase over last year)
- 25% toddler/primary (families with no elementary student) participation with gifts ranging from \$25-\$10,000

- 43% of community attended a small group Sustaining Fund meeting.
- Over 85% of those attending Sustaining Fund meeting turned in a pledge form
- Only 18% of those that did not attend a Sustaining Fund meeting turned in a pledge form

Brainstorming reasons people don't give

- Public School
- Hardship
- Able but not willing, let other people "foot the bill"
- Too many fund raisers
- Don't understand or didn't know

Brainstorming to reach goal

- Highlight what is needed
- Use a Wish List to make things tangible
- Find a way to make payroll tangible
- Compare tuition costs at private schools and Keystone Montessori
- Highlight the savings for parents going from tuition to donation
- Highlight the tax deduction
- Ask for one time gift from everyone right now
- Spend time on supporters not non-donors
- Letters from parents targeted to Primary and Elementary
- Phone-a-thon
- Parents asking parents
- Encourage everyone to give just one more month on 04-05 donation
- Educate prospective and current parents regarding their responsibility as members of this community

- Current donors challenge non-donors to give with matching funds
- Go back to donors and ask them to give a bit more to help us reach our goal
- Increase suggested donation at beginning of school year: snack \$40, supplies \$40, materials fee \$\$\$\$

Other Topics discussed briefly due to time constraints

- Mandatory volunteer hours in lieu of donation
- Kash and Keys for Kids raffle net \$15K after expenses and prizes paid out
- Nomination process of Board members: 5 seats, candidates nominated by Board member and voted in by Board
- Summer Program for Revenue: staff limitations, but viable options being sought
- Renting facility out for Revenue: Bond limitations, but being explored
- Public School Tax Credit: need to increase participation from 63% to 100%; potential for unlimited increased income to school
- School Tuition Organization Tax Credit: scholarships for Kindergarten families but does not increase income to school

Action

Several parents volunteered to contact their classrooms via email, mail and phone. All families will be contacted in the final push through the goal. Phone calls identified as the most productive way to get the pledge. Parent volunteers will download several copies of pledge form from website and take info, including credit card info, over the phone. Donors can stop by later and sign pledge form!