



MicroSociety Academy Charter School
591 West Hollis Street, Nashua, NH 03062
603-595-7877 | www.macsnh.org

Development Committee Meeting Minutes

Wednesday, **October** 10, 2018

5:30 pm – 6:30 pm

Multi-Purpose Room

Members Present: Amy Bottomley, Thomas Malone, Dr. John Dagianis, Tom Dougherty, and Amanda Schneck

Called the meeting at 5:30pm.

Marketing Collateral - Discussion on the marketing collateral and what we want to include for the financial data. We discussed looking at the chart on recent testing to go into brochure. We discussed what we would like to incorporate into the brochure, year over year growth or testing. Graphically show apples to apples over the past couple of years of tests.

We also discussed looking at a year over year bottom line growth. Show the investment from donors to what investing in MACS would mean to them.

Sign Messages - Developmental Committee to help with coming up with sign ideas to promote MACS.

Chamber ads - We discussed designing ads specifically on enrollment, sponsorship opportunities, and about the MACS program.

Growing Donors - We talked about the way in which we can try to get in front of other ventures that might not know about us. We talked about ways in which we can ask for donations from donors, parents, and prospective companies. We also discussed the opportunity to reach out to current parents to see if there is opportunity for them to support MACS.

Elevator Pitch - We discussed the idea of developing an elevator pitch as a committee. We discussed ordering more letters for the signs.

Website - looking at exploring the opportunity of moving over to Wordpress for more customization

Boston Billiards - Amy is going to apply to see if we can become a nonprofit partner to Boston Billiards.

Event Planning - Discussed the board putting together an event or a fundraising opportunity. The board will reconvene on this during the next meeting.

Motion to adjourn - Tom D second Tom M. 6:26pm