



MicroSociety Academy Charter School
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Development Committee Monthly Meeting Minutes
Wednesday, January 13, 2021

Board Meeting Called To Order

- A. 5:35 pm. Present, Tom Dougherty, Tom Malone, Amy Bottomley, Amanda Schneck, Cathy McNamara. Absent Andrew McWeeney,
- B. We continue to make progress on the St Joseph Partnership
 - a. We are still waiting to confirm a few details regarding the cost of their benefits package for the school nurse.
 - i. Amanda has reached out to St Joseph Hospital again for clarification on this item.
 - b. We discussed that right now we are not in a place to enter into an agreement where we have to provide student information to St Joseph Hospital. Tom D motions to table the St Joseph Agreement and Tom M seconds. All Yes's no No's.
 - c. Right now all we need is access to Covid testing. Amanda will go back to Kara at St Joseph Hospital to see what we can do Covid testing only.
- C. Virtual Tour - This is live on the website for prospective families to virtually tour our school.

- D. Corporate Outreach program - The goal is to create a plan for MACS to connect with potential corporate sponsors and donors.
- a. People give because they believe in a cause or they are affiliated with someone who believes in the cause.
 - i. As MACS trustees, we need to make sure that we do our research on our potential donors and understand what drives them to make decisions (i.e. do they have kids in school, etc.)
 - b. Possible language to use: I am a Trustee of the Micro Society Academy Charter School. I have been involved with MACS for “x” years. Do you know anything about Macs? I became involved because of “...”. I would like to send you info on the school. We would love your support (in program, in campaign). Your support will help us to (increase our chromebooks, pay for field trips, support school lunches, etc).
 - c. The committee will look to develop personas based on our outreach needs. These will further be developed at the next board meeting.
 - i. We will focus our campaigns around the personas we develop.
- E. Marketing outreach plan - We discussed creating a marketing outreach program so that more families and corporate sponsors know about MACS. Some of the ideas are below:
- a. We have access to town halls.
 - b. We want to review our elevator pitch to see if we want to make any changes to it.
 - c. Create a plan for parents to do an outreach to their employer.
 - d. We need to develop our taglines and messaging as part of our campaigns
 - i. All items to be discussed further at our next meeting.
 - e. Chamber Eblast Ads - Amy will ask Jewel to work on this and send it to Amanda.
 - f. Paid Advertisements - We will also look to promote MACS through paid advertisements
 - g. Video Marketing - Jewel and Susannah will put together a 30 and/or 60 second video to use in promoting MACS.

II. **New Business** - no new business

A. Tom D motions to adjourn. Tom M 2nds. All, YES; no NOs. Meeting adjourned at 6:20pm.