



## **Walton High School Foundation**

### **Meeting Agenda**

**January 13, 2015 4:00 PM**

**Media Center Conference Room**

### **Called to Order at 4:18 pm.**

**Those in attendance:** Patti Morgan, Sallie Winokur, Nichole Smith, Hilary Hill, Roberta Manheim, Debra Tant, Sandra Hausman, Jody Buter, Dana Greenberg, , JoAnne Hammermaster, Preston Cho, Jene' Gladstone and Jennifer Risey.

**Those not in attendance:** Judy McNeill, Vonda Shoemaker, Lisa Astarita, Mary Kay McBride, and Coleen Panton.

A quorum was met.

### **President's Greeting/Remarks**

The Board of Trustees met to vote in Nichole Smith as our new treasurer. Nichole brings with her a lot of accounting and volunteer experience. She will be a wonderful addition to the Foundation.

In addition, the Board of Trustees voted on the allocation of the campaign funds: 1) we will continue our support of five, part-time teachers, 2) we will support the start-up and implementation expenses for Naviance, and 3) we will distribute any remaining funds to best cover the needs/concerns of the students and staff as determined by the Walton High School administration and Foundation Board of Trustees.

Patti, Vonda and Judy met with the architects for five hours and shared that everything is moving forward. Patti brought some drawings to the meeting to share with anyone interested in looking at them. A few of the drawings were posted on the Foundation website.

## **Reports of Officers/Committees**

### **- Communications – Sallie Winokur**

- The latest edition of the “411” went out 1/13.
- The “411” seems to be receiving a lot of interest and we have had a good open rate. 1,500 newsletters were emailed and within a few hours of it being sent over 700 people had opened their “411”. This is awesome given that 400 addresses (of the 1,500) were “bad” addresses (i.e the wrong format for Constant Contact.) In addition, over 160 people clicked on one of the links.
- Jene’ reported that we had at least 20 people sign-up to receive the “411” since the newsletter went out on the morning of 1/13.
- The 411’s archives are up-to-date and on the website for perusal/enjoyment.

### **- Survival Kits – JoAnne Hammermaster**

- The Survival Kits were a big hit! Both the bags and the Frisbees were a bit more expensive than initially estimated. However, without the Frisbee and the nicer bags the kits would not have been as big a hit, so it was worth the extra cost.
- 257 kits were sold. Only one did not get delivered, but extras were made to cover this type of situation and allow for any last-minute orders.
- Coleen and JoAnne will work with Jene’ to come up with a better system for receiving the spring orders. Work has already begun on this project and will be ready in time for orders to be received in late March/early April.
- We already have 71 orders for the spring.
- A sign-up sheet for the spring Survival Kit could be available at the Foundation table at the 1/28 Open House.

- Faculty Grants/Kroger – Dana Greenberg
  - Dana and Jody would like to give out a card with information regarding the Kroger and Publix Reward programs and attach the Kroger dangler to the card.
  - Sandra and Debra were thinking of having an Information Card at Open House, too, so Sandra and Debra will meet with Dana and Jody to figure out the easiest, most effective way to distribute all of this information at Open House.
  - We currently only have 44 families signed-up in the Kroger Rewards program. We had 100 last year. In an effort to encourage families to re-register their cards, a Sign-Up Challenge was issued in the “411”. If at least 75 families register their cards by January 31, 2015, then the Foundation will receive a \$250 bonus. If you have not done so already, please register your Kroger card to benefit the WHS Foundation and use your Publix key dangler whenever you shop. This is free, easy money to the Foundation!!
  
- Administration – Roberta Manheim
  - It is always a goal for the Foundation to have 100% support from faculty and staff.
  - Roberta will organize getting the teacher support (via a pizza lunch).
  - She would like to have envelopes with the names of the teachers so we can keep track of the donations and our support percentages. Hilary is happy to help with this task. Roberta – please contact Hilary so we can figure out a strategy. Another suggestion (if we want to keep donations private) is to have envelopes labeled by Department. For example, we could put Math on 22 envelopes (since there are 22 math teachers). If we only get back 18 Math envelopes, then we know our support number is at 82%.
  
- Website – Jene’ Gladstone
  - The "Sign up" form was updated to be more adaptable for teachers/staff/admin, as well as alumni (and local residents). Jenn said she will be able to easily add this information to the "database".
  - A lot of alumni are answering questions and providing great data for the database.
  - The landing page of the website was updated with more current information, as well as the ordering of the menu to put the more important/applicable information near the top.

- The Facebook page was updated with applicable information (but always **\*after\*** the 411 comes out via **Sallie**).
- The "survival kit" order information was wrapped up and passed along to Coleen and JoAnne. Jene' to work with **Coleen** and **Joanne** to refine this process (if necessary) for Spring 2015 and Fall 2015.
- Jene' is waiting for info from **Jenn** to be able to post "Donors to date for 2015 Fund Drive", as well as prepare a chart of some kind to indicate level of giving-to-date.
- **Debra** and **Sandra** to provide feedback as to what sort of chart is needed (% participants? \$\$ to-date towards what monetary goal?).

- Fundraising – Sandra and Debra

- Jenn stated that as of 1/13/15, the Foundation has received \$26,504.31 in donations.
- The 2015 magnets have been distributed to all donors from 7/1/14. Magnets were sent home via the students. The goal is to distribute the magnets on a weekly basis.
- Sandra and Debra to consider adding an option for donors to receive 0, 1 or 2 magnets.
- Campaign Letters are being picked up from Specialized Printing on Thursday of this week. There are three types of letters: for rising 9<sup>th</sup> graders, families who donated at least \$200 in the previous campaign, all others.
- A letter-stuffing event will be held at Debra's house on Tuesday, 1/20, at 9 am. Please attend if possible. Debra to send out her address.
- The "411" on 1/27 will talk about the Campaign Kick-Off and invite parents to stop by our tables.
- We will have 3-4 tables set up throughout the school and in the media center. A sign-up genius is being created with shift times/openings.
- Sandra and Debra to work with Jen, Jene' and Nichole to come up with a schedule to record donations, update donor lists on the website, refresh Constant Contact distribution lists and distribute magnets.
- Debra wants to send a note to encourage the faculty to sign up to receive the "411".
- Sandra wants to set a date and begin planning the Groundbreaking Ceremony in March. It looks like it will be either the week of 3/16/15 or 3/23/15
- Sandra and Debra will work with Heather Rees who to promote the Foundation in all of the neighborhood newsletters.

- Help will be needed to pass out Foundation information to the carpool during the month of February. A sign-up sheet will be distributed.
- Roberta suggested we contact and try to get support from young alumni. For now, Roberta can follow Jene' on the Foundation Facebook page, which will allow Roberta's followers to get the information about Walton.
- Preston will meet with different donor categories throughout the campaign to help promote the Foundation. **Jen to get donor information to Preston. Preston to contact the Walton counselors (specifically, [Cheryl Lenenski](mailto:Cheryl.Leneski@cobbk12.org) – [Cheryl.Leneski@cobbk12.org](mailto:Cheryl.Leneski@cobbk12.org)) for a list of colleges Walton students attend and for a list of colleges who visit Walton.**
- A donor cocktail party was discussed. Sandra and Debra to discuss and see if they want to pursue.
- Sandra to meet with Hilary to update the Communications Calendar. The meeting is set up for Friday, 1/16 at 2 pm.

New Business – N/A

Announcements

**Next Meeting – March 10, 2015 at 4 pm**

Adjourned at 6:15 pm.

Respectfully submitted by: Hilary Hill, Secretary