

Advancement Committee Notes

Advancement Committee Meeting

9/25/25

9:00 a.m.

In attendance: Alyssa Schwartz, Chris Bewell, Meg Haley, Rachel Droogsma

Meeting Focus:

Reflections on Fall Fest

Planning the bookfair

Blurb about Slow Road donations to the school in newsletter

More on the Friends of the School newsletter

Fall Fest Reflections

Handful of volunteers, helped with set up and to run different activities

- These parents were relatively new to the school
- Meg tabled to get input from parents about Fall Fest plus other activities, using popsicle sticks (carnival games, entertainment, multicultural activity - options); multicultural activity got the most votes by far, then entertainment and then carnival games
- What would a multicultural activity look like? More conversations to follow
- Meg will send email to the list of volunteers soon, start ideating now about what fall fest could be next year
- Kristopher reached out to community, which is how we got the photo booth donated
- This group of parent volunteers could help support the school / Alyssa in other ways as well (note: not PTA - think about this ad hoc, first line of helpers when the school needs it)

If it's a community event in future:

- Couldn't pivot to indoor space due to weather due to space constraints (the building was full!)
- Would need tents/covered things outside

Book Fair

- Waiting for details from Red Balloon
- Waiting on supplies info from Red Balloon
- Two volunteers per hour seems reasonable
- Line the hall with the bookfair
- Rachel will send to volunteers on list before whole community
- Blurb in Friday newsletter next week

Promoting Slow Road Fundraiser / Donations

Slow Road

- Two weeks from now, blurb about amount of money donated will be included in Alyssa's weekly newsletter

- Rachel will look back at the amount of money Slow Road has donated (provided by Chris last spring) and will share it in the blurb

Friends of the School Newsletter

- Contacts from mailchip list, from Chris
- Jean suggested we make intentional choices from the list - alum, donor
- Add blurb about board recruiting
- Chris is happy to put it together but doesn't want to be writing new content

Other

- Give to the Max is Thursday, Nov 20
- Mailchimp to Friends of Cornerstone sometime in October, traditionally
- Chris will send a link to our GiveMN page
- Chris is going on vacation Oct 30-Nov 16, so let's send out something to donors before the end of October

Action Items:

- Chris will identify a few people from Mailchimp list to reach out to
- Rachel and Meg will reach out to them, get some feedback on newsletter content
- Meg will make a template for the newsletter so it's ready to go out the end of October, will include info about Give to the Max
- Rachel will write some words about Slow Road for Alyssa's newsletter
- Rachel will write some words about volunteering at the bookfair for Alyssa's newsletter, after the sign up is sent to parents who indicated interest at Back to School night

Meeting finished by 9:50 a.m.

Respectfully submitted by Rachel Droogsma