

Advancement Committee Charter

Cornerstone Montessori Elementary School (CMES)

General Purpose

The Advancement Committee is commissioned by and accountable to the Board of Directors to assume the responsibility for two primary goals. The first goal is related to communications and engagement for the purpose of raising awareness of Cornerstone Montessori Elementary School within the larger community, while also supporting a fully connected and participatory school community. The second goal is related to development and growth for the purpose of securing grant funds and incorporating community centric fundraising efforts to support the school's mission and vision.

Appointments and Composition

Appointment of the chair of the Advancement Committee shall be made annually by the Board of Directors in accordance with the bylaws, and this individual shall be a member of the Board. Committee membership may include other board members, staff, parents, community members, advisory board members, etc.

Engagement and Communications Responsibilities

1. Develop and implement a calendar of regular communications with donors, potential donors, friends, local businesses, and community organizations for the purpose of raising awareness of Cornerstone and the positive impact the school is having on its children and their families; to share information on upcoming opportunities, and to seek collaborative opportunities with community partners as appropriate.
2. Seek out ways for Cornerstone to become more involved in the local community including: providing community outreach and support, building community awareness, and telling our story.
3. Work with the Head of School to develop ways to get information and input from the community, including the children, into the Board of Directors strategic planning.
4. Work with the school to ensure marketing efforts are consistent with the school's mission and vision.

Growth and Development Responsibilities

1. Develop annual and multi-year plans that will generate the funds needed to meet the school's fundraising goals.

2. Coordinate fundraising and development activities including with any contracted grant writing firms or persons. Work collaboratively with the Head of School to connect the school community and Board of Directors in development and fundraising goals.
3. Involve Board members in resource development activities for the school.
4. Arrange for Board member training on development issues as needed.

General Responsibilities

1. Support the school in creating opportunities for stakeholders, including children, parents, and/or staff, to provide input into initiatives that are relevant to the goals of the Advancement Committee.
2. Report to the Board of Directors in a manner consistent with the needs of the school.
3. Annually evaluate the work of the committee and its objectives and provide that report to the Board of Directors.
4. Work in an intersectional way with other committees and task forces.

The former Development and Communications Committee Charter approved by the CMES Board of Directors in 2016 has been retired with the approval of this Advancement Committee Charter on April 18, 2023