

## **Advancement Committee Notes**

The Advancement Committee met once to discuss next steps in the marketing plan and to develop a budget for needed items, and Rachel met with the Finance Committee on 5/15 to present the budget request (which was approved).

### **Advancement Committee Meeting**

April 18, 2025

10:00 a.m.

**In attendance:** Alyssa Schwartz, Meg Haley, Rachel Droogsma

### **Meeting Focus:**

Create a plan to implement the next steps in the marketing plan, brainstorm possible fundraising ideas for the future

### **Topics Discussed:**

#### **Marketing, next steps:**

- Order summer swag for community and Cornerstone families
  - Pollinator festival, Dragon Boat festival - tabling, offer swag that fits the values of Cornerstone
    - i.e. seed packets, pencils, reusable bags, others
  - Yard signs and stickers for 80 Cornerstone families, plus more for future use
    - Great advertising, folks can donate toward cost if able
- Fall Fest outreach
  - Parents needed to help plan, lead activities
  - Involve upper elementary students in planning at start of new school year
- Parent committee reps
  - Create a packet over the summer with specific directions, dates, details
    - Fall launch

#### **Fundraising ideas for future:**

- Bookfair: Red Balloon and Scholastic options
- Merchandise store

### **Action Steps:**

- Meg will develop a budget for yard signs, stickers, plus a couple of swag items in line with Cornerstone values/mission
- Meg will send the budget to the Advancement team, Rachel will share with Finance Committee at least ten days before their next meeting
- Rachel will look into Red Balloon, Scholastic book fair options
- Rachel will look into development of a merchandise store, similar to Friends School

- Rachel will meet with the Finance Committee on 5/15 to request funds for yard signs, stickers, and tabling swag

Meeting finished by 10:52 a.m.

Respectfully submitted by Rachel Droogsma

### **Advancement at Finance Committee Meeting**

May 15, 2025

Using the items and figures shared by Meg, Rachel presented a budget request to the Finance Committee ([slides available here](#)), which was approved.