



## ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

### CAMPAIGN CABINET MEETING

**JANUARY 6, 2021 // 5:30 pm via Zoom**

In attendance // David Adelman, Suzanne Reynolds Arnold, Adam Claypool, Cheryl Dahlquist, David Dahlquist, Jackson Dahlquist, Brian Gentry, Rose Green, Jane Hemminger, Jack Hilmes, Jennifer Hilmes, Kaye Lozier, Matt McGarvey, Kate Mead, Bill Newland, Jackie Norris, Mary O'Brien, Laurie Betts Sloterdyk, Janie Wine and Jim Wine  
Consultant // Nikki Syverson

### MEETING NOTES

#### WELCOME & INTRODUCTIONS

Chair Jackie Norris led the group through introductions.

There is much enthusiasm and Rider Pride!

Jackie asked cabinet members to reflect on their "why" prior to each meeting.

#### PROJECT SCOPE OVERVIEW

The \$5 million campaign has three components outlined in a campaign brochure:

- Multipurpose Field
  - Complete reconstruction of the track and field for physical education use, band, athletic activities and the community
  - \$3.6 million (\$3 million from fundraising; \$600,000 from DMPS)
- Library Reimagined
  - Create a learning and innovation center that supports current and evolving needs in technology, communications and 21<sup>st</sup> century skills development
  - \$1.5 million
- Endowment
  - Expand the endowment to address needs above what public funding can provide; to assist students in need; and to support teachers with innovative endeavors
  - \$500,000
- *Question:* how will this be different from the community stadium? Games will be played at the community stadium by Roosevelt and other DMPS high schools (with the exception of East). The multipurpose field will be used for practice, P.E, band, soccer, baseball and also community use.

#### THE PRINCIPAL'S PERSPECTIVE

Principal Kevin Biggs addressed the group regarding the need to maintain the tradition and legacy of Roosevelt High School. He stressed that it's important that the stature, structure and reputation of

TRHS remains strong. Roosevelt has the most diverse student population in the state and the school has a responsibility to ensure ALL students receive opportunities for engagement and a rigorous curriculum. That's what this campaign will help achieve. Principal Biggs also highlighted the importance of creating a school environment that is relevant to today's students' needs and offered his services throughout the campaign.

### **HOW DO WE GET THERE?**

Nikki Syverson outlined Isaacson-Syverson's approach for the \$5 million campaign. This includes a compelling case, careful planning, sound policies, thorough prospecting and sound volunteer leadership. Fundamentals to the campaign approach include sequential solicitation (inside-out and top-down), volunteer leadership, face-to-face asks and an emphasis on lead gifts. A gift range chart and timeline were shared as tools to reach the \$5 million goal.

*Question:* when was the feasibility study conducted? Renaissance Group conducted a feasibility study in 2019. Isaacson-Syverson Consulting was brought on board in November 2019.

### **SUPPORTING MATERIALS**

- Campaign brochure
  - The campaign brochure is meant to be an aid in fundraising calls or in follow-up to a discussion. The cabinet was asked to review and provide any final feedback by Friday, January 8.
- Campaign policies
  - Draft policies were shared in advance of the meeting and reviewed with the group. The cabinet concurred that 3-year pledges were acceptable and had no issues with other policies presented. ISC will recommend a naming rights minimum after more work with the committee to understand naming assets. The cabinet will provide any additional feedback prior to the February meeting for approval by the Cabinet, followed by the Foundation Board.
  - Laurie Betts Sloterdijk reminded the cabinet that the library was named in the last campaign. It was also noted that naming opportunities need to be approved by the school board.
- Campaign timeline
  - The timeline also serves as a guide and is a working document that will be reviewed quarterly.
  - November – December 2020: Campaign reactivation and planning
  - January – July 2021: Cabinet activation; leadership and major gifts
  - August – December 2021: Special gifts and public phase
  - December 2021 – January 2022: campaign wrap up
- Gift range chart
  - The gift range chart is a planning tool to identify the pattern of size and number of gifts needed for a successful campaign. It also is a testing instrument for prospect availability at each level. The gift range chart for Roosevelt for Generations is:
    - \$1 million: 1 gift
    - \$500,000: 2 gifts (one already secured)

- \$250,000: 2 gifts
  - \$150,000: 3 gifts
  - \$100,000: 7 gifts
  - \$50,000: 7 gifts
  - \$25,000: 10 gifts
  - \$10,000: 15 gifts
  - Less than \$10,000 - many
- Roosevelt's gift range chart will also be analyzed and updated each quarter.

## **CABINET SUPPORT**

Jackie Norris stressed the need for 100% cabinet participation in the campaign. While there is not a minimum amount, we hope each cabinet member will make a meaningful contribution. The goal is to be at 100% cabinet participation by March 3.

## **QUESTIONS & NEXT STEPS**

Brian Gentry asked for any follow-up questions:

*Question:* when was the track last resurfaced? The track will need resurfacing every 7-10 years, however this project includes an entire restructuring of the track and field due to ensure for better wear-and-tear and safety down the road.

*Question:* how much was raised in the last campaign and what was done with those dollars? The committee will confirm these answers and respond to the cabinet.

*Question:* is Roosevelt fundraising for other things that could be in competition to our efforts? While there will still be smaller efforts by individual activities (selling punch cards, candy, etc.) this is the only major fundraising effort for the school and we have Principal Bigg's support.

*Question:* Will Drake do any fundraising for the community stadium that would conflict with our efforts? The committee will investigate and find out.

Brian Gentry closed the meeting with action items and follow-up for the cabinet:

- Review case brochure and provide feedback to Nikki Syverson by January 8
- Review policies and provide feedback before February 3 meeting
- When the prospect list is sent, review and think about contacts you can approach as well as additional names to add
- Consider your campaign pledge
- FAQs will be shared with the cabinet to aid in donor calls.

Next Meeting // February 3 at 5:30 pm