

Development Committee

The Development Committee's purpose is to develop, implement, and manage the strategies, tools, and processes needed to optimize the Foundation's direct-to-community fundraising revenue. In doing so, the Development Committee is charged with working closely with the Communications Committee to create, foster, and communicate the Foundation's "brand", and insure that it is aligned with our Mission, clearly defined and differentiated from other LFHS parent organizations, and clearly communicated and highly regarded throughout the Lake Forest & Lake Bluff communities.

Vice Chair, Development

The Vice-Chair, Development is responsible for leading the Development Committee team, and taking ownership of the following specific responsibilities:

- Developing and executing an annual plan/timeline detailing the specific activities being utilized to attain the Foundation's direct-to-community fundraising goals.
- Developing and implementing the tools, events, and processes needed to attain the Foundation's direct-to-community fundraising goals.
- Setting direct-to-community fundraising goals, and success criteria (e.g., family participation %)
- Measuring the Foundation's success relative to achieving our annual direct-to-community fundraising goals and reporting progress to the Board on a monthly/bi-monthly basis.
- Working with the District 115 Administration to insure that the LFHS Foundation's Mission is effectively represented/clearly communicated during the annual on-line registration process.
- Working with the District 115 Administration to secure the appropriate InfoSnap on-line registration data.
- Develop and secure materials (e.g., posters, handouts) needed to market/communicate fundraising efforts at various LFHS events (Curriculum Night, Parent-Teacher conferences, Incoming Freshman orientation, etc.)
- Coordinate third-party promotions (Sunset, escrip, local business events)
- Ensure all Development Committee Information is updated on OneDrive

Mailing Coordinator

- Plan, manage, and execute the Fall direct mail campaign to all non-donors (Oct/Nov)
 - Work with LFHS to secure mailing labels for all LFHS families who did not "opt-out" of sharing contact information during on-line registration
 - Work with local 3rd party provider (e.g., PostNet) to print, sort, and label letters/envelopes
 - Work with Vice-Chair, Development to write Fall donation letter, and then get final approval from District 115 Administration (Communication Director)
 - Coordinate letter personalization efforts with Foundation Trustees
 - Secure supplies (letterhead, envelopes, Post-It notes, postage, etc.) necessary to send out the mailing
- Manage the personalization efforts of the Trustees (e.g., get appropriate letters to the appropriate Trustee, set up times to personalize letters, work with D115 to secure a location for

personalization activities, etc.) Plan, manage, and execute the In-coming Freshmen mailing (Jan/Feb)

- Work with LFHS to secure mailing labels for registered in-coming Freshmen families
- Work with Vice-Chair, Development to write In-coming Freshmen informational letter, and then get final approval from District 115, District 65, and St. Mary's administrations.
- Copy mailing labels prior to putting them on envelopes to use for Spring Luncheon invitations
- Stuff & label envelopes
- Return stuffed envelopes to LFHS for bulk mailing in advance of In-coming Freshman orientation (usually early February)
- **Skills needed:** Time and project management, attention to detail, writing skills desired

Community Engagement Coordinator – Spring Luncheon

- Work with Vice-Chair, Development and fellow Community Engagement Coordinator(s) to create/update a "Corporate Prospect List" to use in targeting local businesses to solicit for various fundraising efforts (Spring Luncheon, Pitch Night, general)
- As a member of the Spring Luncheon committee, develop, implement, and manage the luncheon's sponsorship program.
 - Help develop Spring Luncheon "Sponsorship Opportunities Form" that details benefits of sponsoring the luncheon
 - Reach out to designate local businesses to solicit their participation/sponsorship and follow-up as needed
 - Track participation and provide updates to the Spring Luncheon committee
 - Work with Treasurer and Asst. Treasurer to ensure receipt of payment from sponsors
 - Attend Spring Luncheon committee meetings, and event itself
- Help coordinate/implement additional fundraising efforts as needed (e.g., securing events for "Foundation Month", sitting tables at LFHS events, etc.)
- **Skills needed:** Networking, writing and presentation skills, Microsoft Word knowledge a plus

Community Engagement Coordinator – Pitch Night

- Work with Vice-Chair, Development and fellow Community Engagement Coordinator(s) to create/update a "Corporate Prospect List" to use in targeting local businesses to solicit for various fundraising efforts (Spring Luncheon, Pitch Night, general)
- As a member of the Pitch Night committee, develop, implement, and manage Pitch Night's sponsorship program.
 - Help develop Pitch Night "Sponsorship Opportunities Form" that details benefits of sponsoring the event
 - Reach out to designate local businesses to solicit their participation/sponsorship and follow-up as needed
 - Track participation and provide updates to the Pitch Night committee
 - Work with Treasurer and Asst. Treasurer to ensure receipt of payment from sponsors
 - Attend Pitch Night committee meetings, and event itself

- Help coordinate/implement additional fundraising efforts as needed (e.g., securing events for “Foundation Month”, sitting tables at LFHS events, etc.)
- **Skills needed:** Networking, writing and presentation skills, Microsoft Word knowledge a plus

Database Manager

- Update and manage Foundation database (currently in an Excel spreadsheet).
- Make corrections and additions to all database records, including potential target and donor information.
- Provide reports as needed.
- Work with Mailing Coordinator to secure In-coming Freshman label information, and input into database.
- Work with Community Engagement Coordinator – Spring Luncheon to create labels for luncheon invitations (outside of what LFHS can provide)
- **Skills needed:** Strong knowledge of Excel is required. Ability to write macros, or figure out how to merge data from different sources is a plus.
- **Time Commitment:** Peak commitment August/September due to data entry requirements. Monthly commitment varies depending on donor activity or required mailings