

Saint Dorothy School

Development Committee

January 6, 2014 7:30 PM

School Library

Attendees: Fr. Murphy, Sue Short, Jean Callahan, Dani Cahill, Stephanie Meno, Bob Young, Joe Dougherty, Alan Pietrewicz, Peter McGahey, Dan O'Mara, Mark Romano, Tom Kilker, Kara Albanese, Mrs. Sheehan, Meredith Pagliaro, Dolores O'Toole, Bunny Habicht, Bill Nolan, John Coney

1. Opening Prayer – Fr. Murphy
2. Minutes – Kara Albanese
3. The Mission of the Development Committee – Bob Young

The Development Committee focuses on relationship building and fundraising to support St. Dorothy School. We make recommendations to Fr. Murphy to raise funds and increase school enrollment, to seek ways to strengthen the educational experience of our children at St. Dorothy School. We also work with the school community to provide leadership and support in implementing these recommendations and programs.

4. Committee Reports
 - a. Oktoberfest Fair Recap- Bill Nolan
 - i. 9th Oktoberfest Fair – Total profit: \$41,598.54 (down from approx. \$48K last year, but lost 2 big nights due to weather and fewer business sponsors this year
 - ii. Expenses were lower and less excess with daily trips to re-stock food court supplies
 - iii. Paul B. stepped down after this year. Committee in process of bringing in another person to fill in as needed
 - iv. Review process of advanced sales to other Drexel Hill Catholic schools – many last minute calls from those parents trying to get discount tix.
 - v. Dot's profits 30% of advanced discount ticket sales, At the Fair Dot's makes 25% of the first \$20,000 in ticket sales and 30% thereafter. Possibly offer discount Fair tix as Christmas "stocking stuffers and/ or at Easter (similar idea as the shore amusements). Order forms can be sent through school so Dot's would not have to float \$ to Lynam's in advance if they agree
 - vi. Ideas discussed to better describe volunteer opportunities at Back to School Night and in the Sign Up Genius
 - vii. Contact Gina Flatley next year with ideas to get Prep families more involved
 - viii. Since 10th Fair next year, discussed having speaker at Back to School Nights about why Fair and Development Committees were formed. Possibly send a

“Remember When” type letter detailing history and to get younger families involved

- ix. Dolores O. has example of St. Kevin’s brochure on volunteer activities and descriptions she can provide to committee and H&S for ideas on how they communicated volunteer opportunities to new families. Discussed having a social for parents of the younger grades with reps from different committees (e.g. CYO, H&S, Hospitality, etc) similar to a job fair to inform newer families. Similar job fair set up at Back to School Night would be helpful.

b. School Update- Mrs. Sheehan

- i. Enrollment is the same (433)
- ii. Upcoming Events

1. Catholic Schools Week kick off January 25th

- a. Open house is after 11:30 am mass 1/25. She will be meeting with teachers to discuss the week’s events and Marketing Sub-Committee meeting immediately after this meeting to discuss Open House improvements
- b. Mark Romano will Head Catholic Schools Week Open House Committee. This year plan is to add more greeters stationed in high traffic areas who will stay until the end of advertised hours to avoid new families roaming school looking for appropriate classrooms
- c. McPrincipal’s night at McDonald’s is 1/28
- d. Kindergarten registration is 1/31

c. Home and School- Meredith and Stephanie

i. November events

- 1. Bowling night and Kid Art brought in \$1700
- 2. Donations from families for Mrs. Spinelli Day allowed H&S to surprise her with \$450 in gift cards to her favorite stores

ii. December Events

- 1. Successful Christmas Bazaar (44 vendors, bake sale, White Elephant sales, kids crafts, etc in Gym and Annex) - \$6000 profit
- 2. H&S provided each classroom teacher with “Wish List” and were able to supply each classroom with \$100 at educational stores and fulfill requests such as globes, rosaries, scholastic magazine subscriptions, etc., as well as a Dot’s shirt to each teacher and monetary gift to each Special program teacher
- 3. H&S is in process of purchasing ipad charging cart and 150 ipad covers for the lower grades shared ipads

iii. Upcoming Events

- 1. Jan – Family Fun Night at Marple Sports Arena

2. Feb – Apples to students/teachers for St Dorothy Feast Day
 3. Spring – Designer Bag Bingo (byob on 4/25), Spirit Day (May)
 4. H&S will be sending a parent survey for feedback on idea of changing white collared uniform shirt to Navy for easier care
- d. Marketing Update- Peter
- i. Fall Newsletter – Soon to be in production and plan is to have in pews for Catholic Schools Week mass and mailed to families that week
 - ii. Catholic School Open House preparation – Mark Romano committee chair
 1. In process of purchasing new lawns signs, new banners out front of church
 2. School volunteer clean up scheduled for Jan 25th via Sign Up Genius
 - iii. EITC kick off in the Spring
 - iv. Plans to survey school parents regarding their needs before developing new website. Goal is to work on over summer and go live before next school year
 1. Stephen Frein will take over as new webmaster
 2. Looking to make site more user friendly and standard between teacher pages and links
- e. 2012 Annual Fund Final Report and kick off timetable- Tom
- i. Annual fund is at \$94,219 (27% increase from \$74,300 last year)
 - ii. 600 donors to date (490 last year), dollar amount per donation about the same
 - iii. Ann Callahan will be this year's honorary chair
 - iv. Gertrude Palladio will be drafting Parent Alumni Letter
 - v. Annual fund speeches begin at masses the weekend of Feb 1st
5. Spring Concert – Scheduled for 4/6 (Sunday before Palm Sunday) In St. Dorothy Church
- a. Multiple schools participating including Dot's, Andrews, Prendie, Bonner, Carroll, Sacred Heart, SJPrep, O'Hara, Gwynedd, Newman...
 - b. Sr. Thomasina suggested highlighting Pope John Paul II since he will be canonized in late April and was a strong proponent of the Arts. Sub-committee has already met (including Mrs. Sheehan, Mr. Mayo, Sr. Thomasina, Bob Y. and Peter M.) to plan and market concert
6. Next Meeting – Monday, March 24th in library