

St. Dorothy School Development Committee
Meeting Minutes: March 16, 2015
(7:30 PM, Library)

1. Opening Prayer: offered by Fr. Murphy
2. Minutes: Development Committee Meeting minutes from 1/5/15 meeting approved
3. Reading of the Mission of the Development Committee:
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 and we work with the school community to provide leadership and support in implementing these recommendations and programs.
4. Committee Reports:
 - a. School Update – presented by Mrs. Sheehan –
 - Current enrollment for next year is 427- good number for this time
 - 5 possible Kindergarten registrations still out
 - New families calling for various other grades
 - b. Marketing – presented by Mark Romano
 - Thank you to Mark and Kara and those who read at masses along with all who helped make the open house a success.
 - Having activities area in Annex as well as having tours begin from there was a success.
 - Guided tours were received well, lots of good feedback.
 - Lots of hustle and bustle showing the “life” in the school to new families.
 - Mrs. Sheehan’s speech welcoming all parishioners was well received by many not having children in school.
 - 10 signs unaccounted for as of the time of meeting.
 - c. Newsletter – presented by Mark Romano
 - Upcoming spring/summer addition to be a double addition with the second half being all alumni related.
 - Standard content including a focus on Mrs. Gallagher’s award.
 - Coach Stuart will be alum focus. Any info had on him is welcome.
 - A retirement party appears to be in the planning already, Bunny to get information to publish in newsletter on this.
 - Subcommittee meeting next week to continue working on this edition.
 - d. Home and School – presented by Meredith Pagliaro
 - Be good to your heart day - Wednesday March 17 – 10th year, run by Monique Dowd, all children will receive healthy snacks and an assembly. Both H&S and the development committee share costs for this event.
 - Saturday March 21, is the Designer Bag Bingo event. 270 tickets sold to date at \$25 piece, hoping to reach 300 tickets. Last year brought in \$6,000 for this event. There will be a 50/50 and the MC will return from last year. Men are welcome too.

- April 9th is the Phillies night. 306 tickets sold to date. H&S receives \$4 for every ticket sold, and \$8 per ticket for tickets sales over 500. Last year's funds raised supported teacher's certification and first aid programs as well as aid some school families in need.
 - Grandparent's day – April 23th for grades K-4 - Two new coffee pots purchased.
 - Next General H&S meeting on May 11th - topic will be on drugs in Delaware County. Sharon McKenna is a current parent who will be speaking about this topic.
 - H&S will have an election for the new board members. There were 5 interested candidates for the new board so it will be put to a vote for all families to be able to vote.
 - Interested candidates consist of parents across the board with regard to ages of their students and were asked to submit a bio by March 31, 2015 for the election process.
 - Spirit Day – Friday – May 15, rain date May 29. There is a new crew running this event this year so looking forward to some new ideas.
- e. Annual Fund – presented by Tom Kilker –
- Kicked off by speaking during Catholic Schools Week Masses about the upcoming fund.
 - Letters were sent out to all distribution lists.
 - Issues with vendor on time to get letters printed.
 - Last year raised \$86,400 and the costs were roughly \$11,000 in mailings, roughly 13%..
 - Current contributions \$8,500 to date which is off a bit from last year possibly due to late start with letter.
 - Fr. Murphy added there may be additional \$3,500- 4,000 received that Dave just picked up. That would put us above last year's numbers at this time.
 - Mrs. Callahan has taken over Facebook and with put info on the Annual fund out.
 - Need to visit the topic of the vendor – turnaround time and costs associated with printing, mailing, etc. of newsletter. Costs of mailing may be necessary because that's what works. Billing with the vendor is up to around \$20,000 with both newsletter and annual fund letters. Possibly have vendor give back to us, they haven't been asked to donate. Possible other ideas to cut costs – new vendor, introduction of email for follow ups, in turn possibly increasing online contributions via a link.
 - Postcard reminders will still be sent out at their designated time for now while further investigating other options.
- f. EITC Information – presented by Dan O'Mara
- No new monies have come into school per Mrs. Sheehan
 - Joe Dougherty getting more new inquiries
 - Mass speeches have in the past not been beneficial but some mentioned in their Annual fund speech.
- g. Other Business
- Possibility of driveway being paved and parking spots clearly marked?
 - No new ideas able to be decided upon at this time.
 - New Family welcome May 20th

5. Next meeting date: Monday, May 18 at 7:30 PM