

Alternative Revenue Committee Update for June 21, 2012

ARC last met on Wednesday, June 13th. At that meeting, Bob Potter from Potter Development Services and Greg Woodman from Affinity Connection came to discuss with us alumni development.

Bob Potter discussed what his company can do for North Penn School District. He discussed how normally he works directly with the educational foundations of schools. His company can provide expertise in developing an alumni program which is what most educational foundations don't focus on.

One of the most important components of a successful alumni outreach is the data. To do this, he works with Affinity Connection. Mr. Potter used to own Affinity and has since sold the business to Mr. Woodman. The Affinity portion is included in Potter Development Services monthly fee of \$1,250. Affinity provides the software system which includes back-up, security and other features. Also included is a secure lock-box to receive contributions, record contributions and address changes, and direct depositing of contributions to our account.

For our alumni lists, any data that can be presented to them in digital format can be transferred at no charge. There will be a charge of approx \$.16/name for information that has to be hand-entered. The ability to have the data on hand and in electronic format is imperative.

Other offerings include things that perhaps we could in-house. However, we would still have to pay for printing, postage, design and layout services, additional tech services, web hosting, e-letters, legal, etc.

Mr. Potter stressed that the "key to your success will be developing, constantly improving, and using your alumni data initially through an annual giving program. These twin concepts of database and annual giving are the foundations for the success of every college and university alumni development program in the country and should be our strong initial focus."

Per Christine: So to get that initial alumni list, NPSD has entered into a contract with Harris Publishing to produce an alumni directory. This project will be an update to the directory that was published in 2006 and will include demographic and contact information for classes through 2012. The project is expected to last 8 to 10 months. In addition to a printed product which can be purchased by alumni, an updated data base will be available to NPSD.

Since last working with Harris, NPSD's alumni information is online and accessible to the school district. More than 11,000 email addresses are available, though many may be incorrect since this information was gathered in 2005-2006. Sometime this summer, the school district will issue its first Alumni e-newsletter and test these emails. Don Hill is working on the newsletter with Christine.

The Office of School and Community Engagement will take the lead on this project. Maddy Bergman, class of 2005, has been volunteering a few days a week to support the efforts. Her time and work is greatly appreciated.

We also touched on the advertising policy which will go back to the ECP committee for further review. We have not gotten much feedback from the vendors we have reached out. We think it's imperative to have this policy finalized so that we can send the message out to these vendors that we are serious about advertising.

We are also working on the development office position. More to come on that.

We also discussed the E-Learning Summit held on June 12th with representatives from South Korea. Howard Reid, the vice-chairman of ARC will now discuss that event.

Our next ARC meeting is on July 11th at 7:00 here at the ESC. I just want to mention that Christine and I are working on having a community forum which will include state representatives from our school district on September 12th so mark your calendars for that event.