



**Carver Center Board Development Committee  
Meeting Minutes from September 27, 2018**

- 1) Review of annual fund goals
  - a) Unrestricted goal = \$575K via annual appeal (note that this is an ambitious goal as we have historically averaged closer to \$540K)
  - b) Annual benefit goal of \$325K in revenue (or \$225k net). Prior three years averaged \$307K.
  - c) Review of annual appeal letter and recommendations put forth (i.e., list call to action and website on front of mailer)
- 2) Community event review
  - a) Carver will be hosting a community event for Carver clients and their families on December 2, 2018 from 11AM – 2PM
  - b) This isn't a development event but we are playing point in the planning, organization and execution
  - c) We need board members and their families to volunteer throughout the event. Julie and Erica will develop a list of volunteer roles and slots and Erica will create a sign up genius to solicit volunteers
  - d) Carver to market event (Julie created and shared flyer to promote the event; flyers to be placed in Carver Center and sent home in backpacks for After School participants)
- 3) Annual fundraiser
  - a) Much discussion around optimal date—earlier in the winter (Jan – March, prior to April “benefit season”) was recommended by Meghan Millowitz, event planner and experienced development volunteer
  - b) Discussion around format—some prefer a sit-down, formal format to attract a specific demographic while others felt that the unique concert format attracted a new donor to Carver. Other concepts discussed included dine-arounds, welcome reception for new CEO and CAO, casual events such as Biergarten evening or cocktail parties. Revenue potential of formats require further investigation.
  - c) Discussion about coming up with a new format in a year with a lot of change at Carver (new CEO and CAO)
  - d) Julie, Erica and Meghan offered to investigate various venues and dates
- 4) Next meeting dates
  - a) Julie will send around doodle poll

**Board Development Committee Meeting Attendees:**

- Julie Souza ([julie.souza@yahoo.com](mailto:julie.souza@yahoo.com)) - Present
- Maida Robinson ([mrobinson@ryepc.com](mailto:mrobinson@ryepc.com)) - Present
- Jim Howland ([jimhowland12@gmail.com](mailto:jimhowland12@gmail.com)) - Present
- Erica Fritsche ([ericafritsche@yahoo.com](mailto:ericafritsche@yahoo.com)) - Present
- Shaker Khayatt ([shaker.khayatt@magnetar.com](mailto:shaker.khayatt@magnetar.com)) - Absent
- Meghan Millowitz - Volunteer ([Meghan.millowitz@gmail.com](mailto:Meghan.millowitz@gmail.com)) - Present
- Claire Steinberg - Board Chair ([Claire.diesen@gmail.com](mailto:Claire.diesen@gmail.com)) - Present