

**From:** [Matt Mohler](#)  
**To:** [Karen Roland](#)  
**Cc:** [Brinton Smith](#)  
**Subject:** Fundraising Committee Minutes  
**Date:** Monday, January 31, 2022 8:29:58 PM

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Mrs. Roland - Please include in board packet

Friday, January 28th, 2022

Meeting Attendees:

- Matt Mohler
- Micky Moore
- Hope Carrasquilla
- Karen Roland
- John Clark (Virtual)

Meeting Start time:

10:39 am EST

- Matt Mohler introduced the board to Micky Moore with a brief bio for each of the TCS 9 board members
- Mickey Moore then introduced himself and his business, Mickey is a fundraising consultant and he helps NFPs raise money
- Matt Mohler gave a 30,000 foot overview of the TCS fundraising tactics
- Mr. Clark gave a brief overview of TCS's financial needs
- Mr. Moore gave his "spokes on the wheel" approach to fundraising
- A gala is a PR Event and we must make sure we break even
- Organizing a 5k should fruit a 3to1 ratio
- Organized fundraising campaigns like "Feed the Need" are an appropriate spoke on the wheel
- Discussed the need for a fundraising liaison on the school staff to be the point of contact (Hope Carasquilla was suggested)
- Board should drive momentum to make the event successful
- Gala in more detail:
  - Define success
  - Identify plan
  - Execute
- John Clark left the meeting at 11:31 am
- Mr. Moore was asked to present at the next board meeting
- Mr. Moore will check his schedule and get back to us
- 11:40 am EST - Meeting adjourns