

RAM Campaign Notes

Public Meeting: April 22, 2009

SESD Board members present: Ralph Marston, Dick Wilson, Norma Lingenfelter, Millard Neale, Tonia Wright

Others: Dr. Tracy Shank, Paula Denton; 15 community members

The NCS Group, Ltd. (Nancy Saidis and Matt) made presentation:

- Feasibility Study included 60 phone interviews and 500 mailing interviews
- 23 of 60 phone responses; 52 of 500 mailing responses
- Return rate was 13% (average return rate is 9 – 14%)
- Study was conducted from November 2008 to March 2009
- Some results:
 1. Need for communication to improve between Board and community
 2. 61% of the phone interview responses suggested they may give money to support campaign (61% of 23 responses is 14 people)
 3. Need a way to recognize donors at \$1,000 level and above
 4. Interviewees generally thought the goal of \$6.8 million was too high
 5. 56% of the mailing responses were not in favor or proceeding with the campaign
- Recommendations from NCS:
 1. An attainable goal might be \$2.8 million (through conversations between Board and Excelon, Excelon has indicated that they may give \$1 million)
 2. If the Board decides to move forward and hires NCS, they would start to recruit volunteers, take advantage of the current construction market, choose steering committee (Dr. Shank suggested a Citizen's Advisory Committee) and those in leadership positions, get top 10 prospects before school starts; distribute campaign brochure
 3. \$1.4 million of goal for athletics; \$1.4 million of goal for academics, wellness program, cultural items
 4. Open communication between Board and community
 5. Use synthetic turf (\$850K) – safer
 6. Naming opportunities which are tax deductible and include memorials ("in honor of" and "in memory of")
 7. Campaign is supplement to taxes
 8. Find people for leadership positions
 9. Have informational meeting for interviewees if Board decides to proceed

10. "Frequently asked question" sheet published periodically to keep everyone informed of progress
11. Consider other uses for stadium to raise money, such as carnivals, flea markets, various sports, concerts, etc.

- Other points/questions from community:
 1. Campaign money to be spent on academics (i.e. languages, at risk students), cultural (i.e. theater courses), wellness (i.e. CPR, obesity), athletic (i.e. stadium, playground equipment, bleachers) etc.
 2. RAM campaign was started before feasibility study
 3. Upgrading the current stadium might cost about \$2.5 - \$2.7 million and does not include parking or practice fields; new stadium may cost about \$5.3 million
 4. Campaign lasts for 5 years
 5. Money goes into endowment fund and interest is used; the endowment allows for continued source of money
 6. NCS said that 4% of those pledging do not fulfill their pledges
 7. Some donations may come as "in kind" such as free excavation work
 8. Donations can be restricted (donor can specify where money is used, for example cultural aspect of campaign) or unrestricted (donation can be used for whatever)

Next step: Board decides to move forward with or without NCS or not move forward at all