# Terra Nova Education Foundation
## Elevating Academic Excellence & Achievement

**MINUTES**
**Location: Terra Nova High School Library**
**September 12th, 2019**

The meeting was called to order by Petra Schumann at 7:16 pm.

**In attendance:** Petra Schumann, Rita Sargent, Sheila Ornelas, Chris Zimdars, Lori Trayler, Adrianna Arambula, Nicole Copeland, Chris Dunhill, Jen Uter, Beth Boldt, Julie Arnaudo, Tiffany Hanna, Lynn Anderson, Cathy Ghione, Deanne Spasic

**Approval of Minutes**
The minutes were emailed to the board from the August 8, 2019, meeting and approved.

1) **Fall fundraising letter campaign update:** Letter mailed 8/26/19. *Post meeting update from Chris Z on 9/20/2019:*
   a) 10 envelopes returned to sender
   b) 14 deposits via mail total $2430
   c) PayPal $775 and 1 check from 4 donors = $3205 to date
   d) Average donation amount of $178

2) **Letter campaign follow up email:** We will ask Rachel to send an email reminder about the letter.  Petra has the full email list and Chris D will help draft the reminder.

3) **Thank you letters:** Jen U sends an email or a physical thank you letter, depending on how the donation was received.  We need to order TNEF branded envelopes for this purpose.

4) **TN Education Foundation + PTO Mixer:**
   a) Event at Longboard's in conjunction with PTO
   b) Chris Z will drat and share Evite, will ask Ms. Carey to send out as an email. Also post on Facebook & Instagram.
   c) Nicole C will manage the location & food
   d) Chris D and Patty Z will help with set up and staging, name tag.  They will also create a list of volunteer opportunities.
   e) Petra, Chris D & Lynn will speak

5) **8th Grade Transition Team update:** Beth B
   a) **TN Open House:** Beth is working with Ms. Carey to update the framework to focus on students, proposed to have 2 students speak about what they get out of TN
   b) **Back-to-School Night August 29th:** Sheila noted we need to have our table next to PTO & Boosters in the future, very little foot traffic where we were.

6) **Donor Database Software:** Petra
   a) Salesforce has provided a volunteer to help build our software for free.  This will be a central database for mailing, emailing, tracking donors, prospects, volunteers, etc.

      b) Goals: Organize our data for long term use.  Data Repository linked to website.  Record keeping.

      c) Chris Z. & Rita will help Petra with set up, working with Bill from Salesforce.

7) **Next Meeting**: Thursday, October 10th, 6:30 – 7:30 PM at TN Library (2nd Thursday of the month)