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# Early Learning Coalition



of Pinellas County, Inc.

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## Advancement Committee

July 12, 2017

4:00 p.m. by Conference Call Only

ELC, Countryside Towers  
2536 Countryside Blvd. Suite 500  
Clearwater, FL 33763

### I. CALL TO ORDER

- A. Approval of July 12, 2017 Agenda
- B. Approval of May 10, 2017 Minutes

### II. DISCUSSION

- A. Tactical Plan
- B. Snappers Comedy Night – September
- C. Harness App <https://harnessapp.com/home/>
- D. Web Page – Annual Giving [www.elcpinellas.net/giving](http://www.elcpinellas.net/giving)

### III. PUBLIC COMMENT

In accordance with the Florida Government in the Sunshine, all meetings of the Early Learning Coalition of Pinellas County, Inc. and its committees are open to the public. Those in attendance who wish to address the Coalition must submit a public comment card to the recorder prior to addressing the Coalition.

### IV. ADJOURNMENT

**Next meeting: August 9, 2017 at 4:00pm**

ELC, Countryside Tower  
2536 Countryside Blvd. Suite 500  
Clearwater, FL 33763

# Early Learning Coalition

of Pinellas County, Inc.

## ADVANCEMENT COMMITTEE MEETING

Minutes – Unapproved

May 10, 2017

2536 Countryside Blvd, Suite 500  
Clearwater, FL 33763

<b><u>Members In attendance:</u></b>	Elliott Stern, Erica Bolline and Nick Meza
<b><u>Members Absent:</u></b>	Susan Johnson and Nancy St. Arnold
<b><u>Coalition Staff:</u></b>	Lindsay Carson, Merita Kafexhiu and Mary Burns

### I. CALL TO ORDER

A quorum was present.

Elliott Stern called the meeting to order at 4:00 P.M.

- A.** Elliott Stern called for approval of the May 10, 2017 Advancement Committee Meeting Agenda.

A motion was made by Nick Meza and seconded by Erica Bolline to:

*Approve the May 10, 2017 Agenda.*

The motion passed unanimously.

- B.** Elliot Stern called for approval of the April 12, 2017 Minutes.

A motion was made by Nick Meza and seconded by Erica Bolline to:

*Approve the April 12, 2017 minutes.*

The motion passed unanimously.

### II. DISCUSSION ITEM

- A.** Pitch Page and Pledge Card

Mary Burns presented an updated Pitch Page draft incorporating the comments and suggestions from the last Committee meeting. Nick Meza commented that he liked the dollar kids ratio represented on the info graphic and that for the \$3600 or

\$1500 giving level, an invitation to visit a classroom or adopting a classroom would be an opportunity to offer the sponsor a tangible recognition.

**B. Giving Levels**

Discussion continued into the Giving Levels with Susan Johnson to “Adopt A Cause, Adopt A Kid, Adopt a Class.” There was also a discussion regarding the use of child vs. kid verbiage in publications and flyer banner lines and the value of useful recognition gifts to donors. Discussion also addressed the formatting for attention value. Lindsay Carson presented a PowerPoint to assist the Committee to pull together efforts towards Giving Levels and Resource Development that can be developed for Board presentation. Current match dollar need is \$60,000. The Committee had set the Annual Giving Campaign previously to \$75,000 but now with Finance report indicating match need of \$60,000 that will be the Annual Giving Campaign Goal for FY 2017-18 and will be presented at the next Board Meeting on May 25, 2017.

**C. Hamburger Mary’s Bingo Fundraiser**

Lindsay Carson presented another local common fundraiser where we invite 100 friends to support our efforts through an evening of bingo. It’s \$10 per game per person and includes 50/50 tickets and game prizes. It would be a single line event that could raise a couple thousand dollars and we would ask the Board and Providers to support, as well as local community through social media.

**III. ADJOURNMENT:** The meeting adjourned at 5:10P.M.

Next Meeting: Wednesday, July 12, 2017  
2536 Countryside Blvd., Suite 500,  
Clearwater FL 33763

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Chair Signature

Date

Strategic Focus Area	Goal	Strategy	Tactic	Success Metric	Tactical Timeline	Assigned
4.Role in the Community	4.1 Build a resource development platform to diversify funding streams	4.1.1 Launch an Annual Giving Campaign to support School Readiness and related match.	Each board member will electronically promote the Coalition with at least 3 potential donors/partners. Direct mail & pledge request to past donors, partners and potential private and corporate donors.  100% Board Member Giving	25 new donors  100% Board Member Giving	June 2018  December 2017	Board
		4.2.2 Identify a champion to lead the effort, tap into community resources	Board members will seek opportunities to present at community service organizations.	5 Presentations	5/2018	Board; Lindsay

Strategic Focus Area	Goal	Strategy	Tactic	Success Metric	Tactical Timeline	Assigned
4. (cont) Role in the Community		4.1.3 Identify one major corporate sponsor to assist with funding goal	Engage with chambers and other community groups to build relationships.	Corporate Partner(s) Identified	August 2017  December 2016	Staff & Board  Board
		4.1.4 Fundraising events to support mission advancement	Hamburger Mary's	100 Attendees	Spring 2018	Advancement Committee
			Snapper's	50 Attendees	Fall 2017	
			Readiness Run	50 Attendees	April 2018	
	4.2 Increase the Coalition's community presence and enhance its reputation	4.2.1 Partner with Law Enforcement Agencies to support relationships between early learning centers and public safety officials	Continue "Officer Friendly's Book Club"	72 Centers by	June 2018	
	4.2.2 Increase visibility of internal ELC staff experts	Internal experts seek additional speaking/presentation opportunities	Staff will present to at least 6 different groups.	6/2017	Professional Development Lindsay Carson	

Strategic Focus Area	Goal	Strategy	Tactic	Success Metric	Tactical Timeline	Assigned
			Board members will seek opportunities to present at community service organizations.	5 Presentations	May 2018	Board members
		4.2.3 Develop stronger relationships with faith-based organizations	Meet with and receive feedback from faith-based leaders on needs of families	4 meetings	June 2018	Lindsay Carson/Matt Bonner
		3.1.4 Increase opportunity for ELC interaction with families and community.	Attend community based events for families.  Host 2 Storybook Village Events (North & South county)  Partner with local businesses to provide training on early childhood.	Attend at least 20 events  1 Events hosted  2 Trainings conducted	June 2018  October 2017; April 2018  June 2018	Child Care Resource & Referral  Mary Burns, Child Care Resource & Referral, Quality Initiatives  CCR&R

Strategic Focus Area	Goal	Strategy	Tactic	Success Metric	Tactical Timeline	Assigned
	4.3 Develop a legislative advocacy plan	4.3.1 Develop legislative agenda	Develop a short list of key legislative priorities	Agenda passes board	9/2018	Board Members
		4.3.2 Engage board members to meet with legislative leaders and advocate for ELC agenda	Schedule legislative visits to include board members	At least 3 visits prior to 2017 session	Ongoing – as necessary	Lindsay Carson Board Members
<b>Role in the Community</b>	4.4 Lead the community as a convener, collaborator and thought leader in early learning and kindergarten readiness.	4.4.1 Launch Thrive by Five Pinellas, a collective impact initiative in partnership with identified agencies, stakeholders and business leaders.	Establish MOUs with at least 10 partner agencies, stakeholders and business leaders  Identify <u>comprehensive</u> kindergarten readiness measurement tool for pilot.	MOU's  Tool identified	November 2017  January 2018	Lindsay Carson; Thrive by Five Pinellas

**Harness Change, LLC**  
**Attachment A to Services Agreement: Tier Pricing**

Pursuant to the terms of the Services Agreement, payments for the Service Provider's services will be calculated in accordance with the rates listed below.

**1. Asset Development + Maintenance (annual)**

<u>Platform</u>	<u>Rate</u>
Custom iOS Application + Custom Web Application	\$595.00/year

**2. Scaling Service Fee (ongoing)**

Service Provider's services will be billed at the following rates:

<b>Active Users on Platform</b>	<b>Client Proceeds</b>
1 - 25	70% of contributions
26 - 50	75% of contributions
51 - 75	80% of contributions
76 - 100	85% of contributions
101 +	90% of contributions

Client will be automatically billed per transaction processed at a rate respective to the client's total number of active users for the preceding week (outlined above).

Accepted and agreed by the authorized representatives of each party:

**Harness Change, LLC**

**Client:**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_