

Lake Country Classical Academy
LCCA Board Fundraising & Communications Committee
Meeting Agenda

Wednesday, Dec. 8, 2021, 6 – 7 p.m.
St. Matthew's Evangelical Lutheran Church
818 W. Wisconsin Ave., Oconomowoc, WI 53066
(room: parsonage)

1. Called to Order 6:11 pm.
2. The Legacy Committee (TLC) update
 - The majority of fundraising activity at this point is passive fundraising (e.g. Amazon Smile, Scrip, Piggly Wiggly, BoxTops, etc.)
 - Dress Down day in November raised \$800 for SPED. Going forward the school will handle themes/dress down days.
 - Local restaurant fundraising nights will be happening every other month (e.g. MOD Pizza in December)
 - The TLC has assisted with school events:
 - o Band/orchestra/choir concerts
 - o Spring: Daddy Daughter Dance, Muffins with Mom, Game Night, Teacher Appreciation Week, Spring Dance (7th-9th)
 - o End of Year Celebration – family event TBD (weekend before school ends)
 - Liberty Gala: Committee will be meeting regularly beginning in January
3. 2022-2023 Enrollment Marketing
 - Yard signs – looking for places to put large signs
 - Online advertising (social media)
 - Social media - encourage parents to post on Next Door, FB and other platforms
4. Fundraising
 - Focus groups in January
 - Focus on Family Foundations & Corporate Sponsorships
 - Ambassadors Ball, 2/5/22
 - o Marketing plan
 - o Event sponsors
 - o Raffle prizes - \$100 a piece
5. Adjournment 6:48 p.m.