

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

Wednesday, August 4, 6 p.m.
St. Matthew's Evangelical Lutheran Church
818 W. Wisconsin Ave., Oconomowoc, WI 53066

1. Meeting called to order at 6:02 p.m.

2. Fundraising
 - a. Event Updates:
 - LCCA Liberty Gala was a huge success with 230 attendees. Preliminary numbers are showing \$115K gross, netting \$95K for LCCA. A tentative date for next year's Liberty Gala has been set for July 23 at the Ingleside Hotel.
 - First annual LCCA Sporting Clays FUNdraiser set for Sat., Oct. 16, at Wern Valley.
 - LCCA Ambassadors Ball set for Sat., Nov. 6 at Bristlecone Pines Country Club.

 - b. Donor package development (giving levels & benefits) – in development.

 - c. FY2021-2022 LCCA Fundraising plan. The FCC will be drafting a plan on how we will raise \$370K through grants, fundraising events, and individual donations. We plan to form a non-profit foundation for LCCA by this fall in order to help achieve this goal.

3. Communications
 - a. "The Legacy Committee" update
 - The first Legacy Committee meeting will be held the third week in August (date TBD)
 - Fall fundraiser is underway – Bloomin' Bucks Fall Bulb Sale
 - Additional sub-committees will be formed, including but not limited to: Box Tops, Scrips, School Carnival, & Trivia Night.

 - b. PR/marketing update on efforts to fill additional seats. 1st and 9th have the most open seats). LCCA board, staff and volunteers are manning an LCCA booth at various community events, including Oconomowoc Farmers Markets, Hartland Kids Day, Oconomowoc Kids Fest, and "Movie Under the Stars" event in Watertown.

4. Meeting adjourned at 6:54 p.m.