

Key Element	Activity Category	Action Step	Strategies	Person(s) Responsible	Budget	Timeline
Fund Development	Fundraising Events	Golf Tournament	Golf Promotions	DA		September
			Sponsors/Prizes/Teams	Golf Committee, DD, DA		September
			Team & Sponsor Spreadsheet Management	DA		September
			Printing: Signage, Banner, Program	DA		September
			Golf Tournament!	Golf Committee, DD, DA		September
			Budget & Revenue Reconciliation	DA		September
			Thank-yous	DD		October
Fund Development	Planned Giving	Promotional Materials	Concept for new brochure	Foundation Board		May
			Text & photos for new brochure	DD		May
			Brochure Writing	Foundation Board Member		June
			Brochure Printing	University Printers		September
Fund Development	Planned Giving	Marketing	Brochure Mailer to Current Families	DD, DA		October
Community Relations	Marketing & Communications	Website	Update Calendar of Events			June
Community Relations	Building Current Family Community	NewsletterCommunications	Reflections Newsletter	Superintendent, DA, DD		October
	Building the Broader Family Community	NewsletterCommunications	Reflections Newsletter	Superintendent, DA, DD		October
Recruitment	Enrolment	Communications	PS4 & K Registrations to PS Families			September
			Survey Departed Families			June
			Survey Alumni Families			June
Recruitment	Enrolment	Registration Printed Material	Review Registration Packages	DD, DA		October
Recruitment	Re-recruitment		Survey Alumni			December
Recruitment	Recruitment	Open House				February
Administration	Database	Database Management	Update Staff Information			September
			Update New Family Information			June
			Student Information Forms			September
			Update Staff, Board & Forums			October

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