

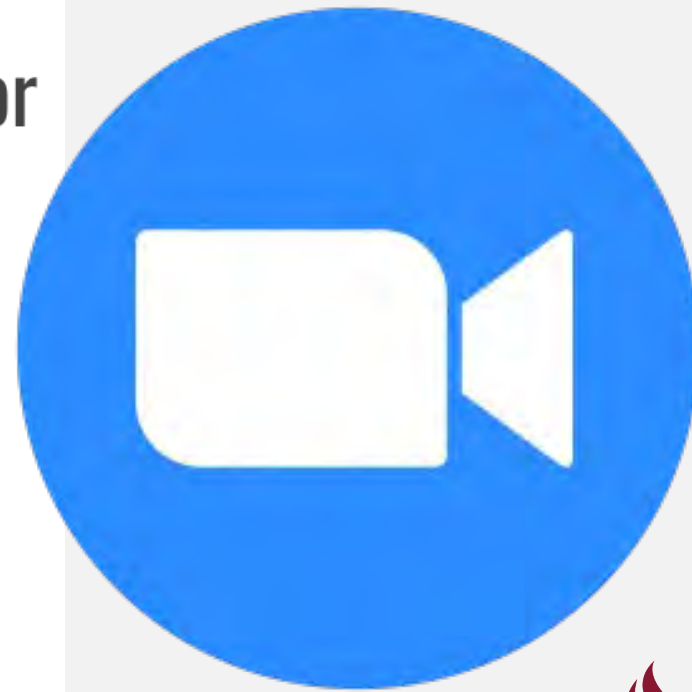
# Maximizing Zoom for Grandparents Day and Donor Events

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December 8, 2020

Trine Lustig

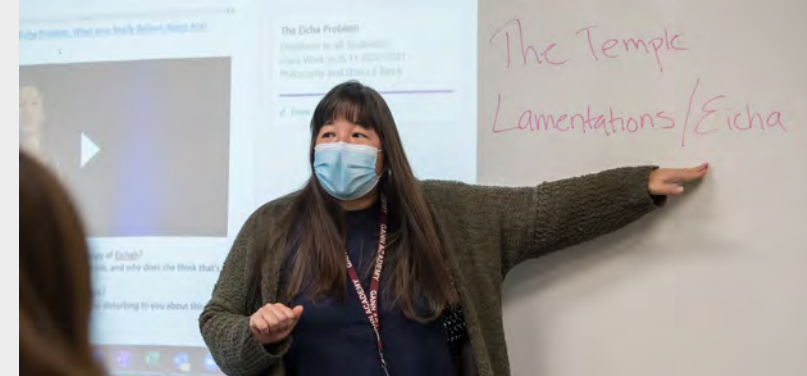
*Chief Advancement Officer*



# Who are we?



- Founded in 1997 in the Greater Boston area
- 287 students currently enrolled in 9<sup>th</sup> - 12<sup>th</sup> grades
- Annual Fund ~ \$1.3M
- Just completed \$15M Comprehensive Campaign
- \$8M Endowment Fund
- Five people on Advancement Team
- Have an Annual Fund Development Committee and a Strategic Philanthropy Committee







# Zoom Etiquette and Best Practices

We have all learned a lot since March...

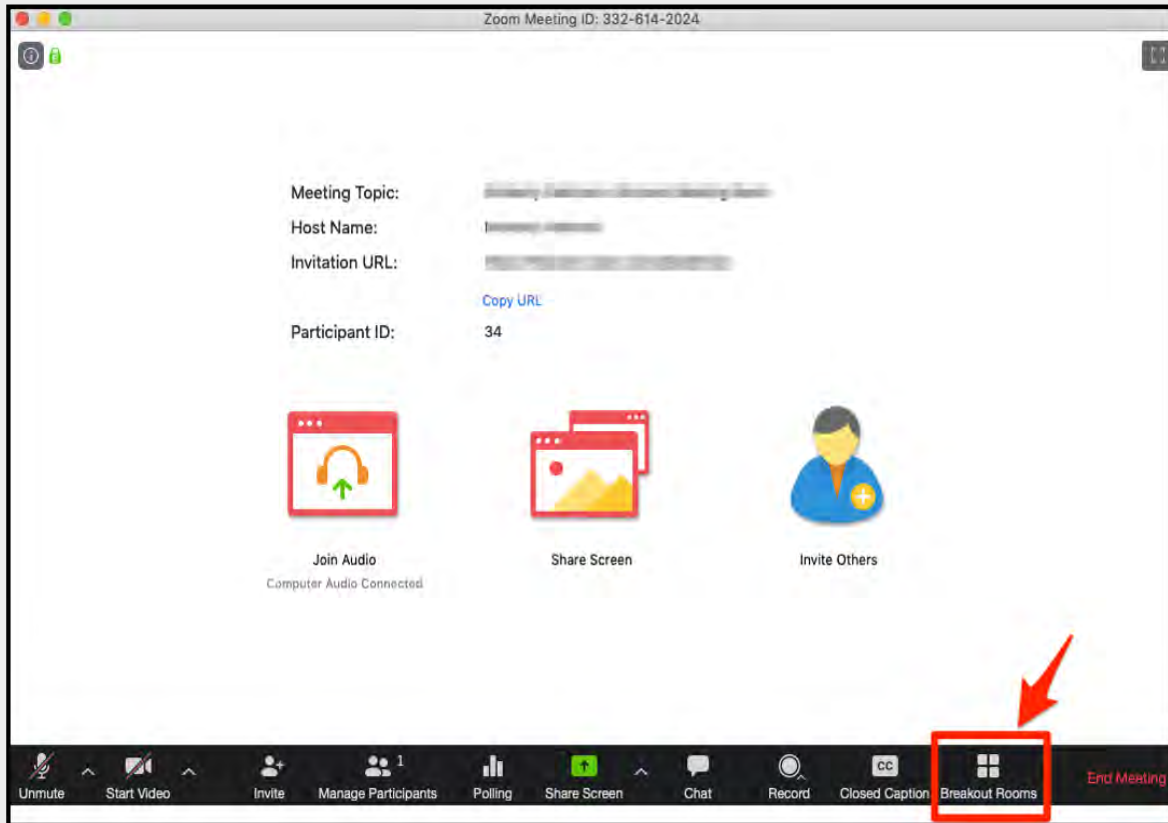


- Shorter is better – people are Zoomed out
- Make your Zoom entrance fun with music, introductions, renaming, chat function, etc.
- Use videos to showcase school
- Have a practice run-through before your event to check audio, transitions, etc.





# Zoom Etiquette and Best Practices



- Consider what is the goal of your event? Will determine format.
- Use breakout rooms to encourage conversation
- Decide beforehand what will be pre-recorded and what is live
- Pros and cons of a production team
- Other ideas? Successes? Lessons learned?



# Grandparents Day

## Our events included:

- Student speakers
- Student performances
- Head of School update
- Video highlighting Gann
- Mini class led by our faculty
- Fundraising pitch from co-chairs
- Follow up after event
- Did not need tech support with second event

Grandparents Day – April 2020  
Lunch & Learn – October 2020



The Gann Academy ShenaniGanns virtually perform “The Bedtime Shema” by Jordan Franzel and Lisa Tzur



# Grandparents Day

## Lessons Learned:

Grandparents Day – April 2020  
Lunch & Learn – October 2020

- Think about your goals and how to accomplish them
- Grandparents love being together and have time on their hands – invite them to school events  
(Coffee with HoS, Town Halls, Parent Association events)
- They miss interacting with their grandchildren and being at school
- Zoom transcends time zones: grandparents joined in from Israel, Florida, California, and beyond!
- Fundraising pitch at each event and follow up with letter/constant contact
- What will we do differently in April?
- Questions and ideas







# Zoom Donor Events



Keynote Address by Dr. Dalia Hochman,  
Head of School at Gann Academy

- No Gala at Gann – smaller donor stewardship events and individual solicitations
- Nadiv Lev (\$10K +) and Hillel Society (\$2,500-\$9,999)
- Choice of 3 stewardship events – wanted intimacy and engagement
- Surprise food deliveries
- Benefits of a personal touch and relationship building
- Head of School Keynote on different topics
- Questions and ideas



# Other Zoom events to consider:

- Class socials
- Alumni reunions – with faculty members
- Alumni parent events – session with past HoS and current HoS, baking sufganiot, faculty speaker series



Rabbi Marc Baker, former Head of School at Gann Academy



# Thank you!

Contact

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