



Development Calendar – Celebratory Year

Nicole Hughes

Dinah Jordan

Draft One

PREP Year Tasks & Brainstorming

1. 70 for 70
2. \$70,000
3. Umbrella Campaign
4. Internal Team
 - a. Nurse Booker
 - b. Mr. Booker
 - c. Sheryl Williams
 - d. Vanessa Wilson
 - e. Dinah Jordan
 - f. Terry Griffin
 - g. Lisa Marshall
 - h. Dean J
 - i. Marqwan
 - j. Jasmine
 - k. Damali
 - l. Eric
 - m. Peggi
 - n. Elita
 - o. Tracey

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December 2015

#	Date	Task	Owner	Status
1	Ask made 12.1.15	Commencement Weekend Speakers	PFA	Nicole & Sheryl
2	Template made	Anniversary Tribute Request Letters	PFA	Nicole & Sheryl
3		Principal Luncheon Honoree List & Invitation Design	PFA	Nicole & Sheryl
4	Scheduled for 1.14.16	70 th Anniversary Promo Video	PFA	Nicole
5		Freshen PFA Webpage http://www.w3schools.com/cssref/css_colors.asp	PFA	Nicole & Elita
6		Design PFA Celebrates 70 FB Banner	PFA	Nicole & Elita
7		PFA Celebrates70.com Web Domain	PFA	Nicole & Elita
8		Calendar of Events (Flyer) 1 pager	70 th	
9		Ad for the Commemorative Yearbook	PFA	Dinah
10	Ordered	Strategic Holiday Cards and Letters	PFA	Dinah & Sheryl
11	Draft 1	Umbrella Campaign Logo	PFA	Dinah
13		Donor Calls (Ongoing)	PFA	Nicole & Sheryl
14	Completed	Christmas Concert—Call Churches/Hang Flyers/Email	PFA	Sheryl

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December 12 Days of Giving

- December 12
 - Dinah invites 15 potential donors and 100 community members to the Choir Christmas Concert
 - Sheryl = Invite/Promote the Choir Christmas Concert to the churches and the non-SDA community
- December 19 - 12 Days of Giving
 - Kick Off the 12 Days of Giving
 - Nicole – Student Greeting Videos
 - Nicole & Dinah – 100% Board Giving and Faculty and Staff Giving
 - Dinah – Daily Giving Emails
 - Jason – Daily Facebook Updates
 - Sheryl – Work the Phones and the Donors
 - Sokoni – Work the Phones and the Donors (NPFAAA)

January 2016

#	Date	Task	Owner	Status
1		PFA Day of Service MLK Day (3 cities) PFA goes into Pottstown????	70 th	
2		Pledge Drive for Giving in 2016	PFA	
3		Commemorative Yearbook Sales	PFA	
4		Copies of the Legend Signature Appointments	PFA	
5		City/Town/State/Congress Official Citations, etc...	PFA	
6		Gala Location Holiday/Christmas	70	
7		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	
8		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	
9		Launch Online Store: Pins?	70 th	
10		January Visitor Deadlines	PFA	Vanessa

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February 2016

#	Date	Task	Owner	Status
1		Black History Lyceum or Symposium	70	Andrew & Terry
2		Steel River Playhouse Black History Performance	PFA	Andrew & Terry
3		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
4		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	Dinah & Vanessa
5		Principal Maryland/DC Tour?	PFA	
6		February Visitor Deadlines	PFA	Vanessa
7		Handy Hall Weekend	PFA	
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March 2016

#	Date	Task	Owner	Status
1		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
2		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	Dinah & Vanessa
3		Principal: NYC Church Tours		
4		March Visitor Deadlines	PFA	Vanessa
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Winter SHIFT

January – Shift to Annual Campaign Focus

January 4, 2015

Dinah announce the giving result based using constant contact, social media and the website.

Dinah = Harvesting the Alumni Association database for giving

Nicole = Harvesting local or national donors and investors

Sheryl = Preparing for the Telethon

February– Shift to Annual Campaign Focus

Dinah = Harvesting the Alumni Association database for giving ... ANY GRANTS?

Nicole = Harvesting local or national donors and investors... Any GRANTS?

Sheryl = Preparing for the Telethon

March– Shift to Annual Campaign Focus

Dinah = Harvesting the Alumni Association database for giving ... Any GRANTS?

- Nicole = Harvesting local or national donors and investors... Any GRANTS?
- Sheryl = Preparing for the Telethon

April 2016

#	Date	Task	Owner	Status
1		Founders Day Telethon April 27 Anniversary Telethon GOAL: \$500,000 <ul style="list-style-type: none">• Dinah... Event Coordination• Sheryl Program Development• Terry Student Coordination• Nicole... All of it! :)	PFA	Nicole
2		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
3		IGNITE: 70 th Anniversary, Features/Build the mailing list!	PFA	Dinah & Vanessa
4		Audience Information Collection	PFA	Dinah
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May 2016

#	Date	Task	Owner	Status
1		Campus Clean Up a. Grounds – Admin, Gym, KH b. Greenhouse c. New Signs	PFA	Nicole & Terry
2		Commencement Programs – Collector’s Edition		Dinah & Vanessa
3		Principal’s Legacy Luncheon		Lisa & Terry & Shayla
4		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
5		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	Dinah & Vanessa
6		Principal New Jersey Tour		
7		History Day	PFAHS	Mrs. Mitchell, Jasmine and Vanessa
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June 2016

#	Date	Task	Owner	Status
1		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
2		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	Dinah & Vanessa
3		iRideAEC Preview: 70 th 5K/Basketball Rumble	PFA	Nicole & Parent Coordinator
4		June Visitor Deadlines	PFA	Vanessa
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July 2016

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August 2016

#	Date	Task	Owner	Status
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September 2016

#	Date	Task	Owner	Status
1		Alumni Weekend	70 th NPFAAA	
2		Kris Fielder Day	PFA	Athletic Director
3		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
4		IGNITE: 70 th Anniversary Features/Email the mailing list!	PFA	Dinah & Vanessa
5		Principal: PA Tour	PFA	Nicole
6		September Visitor Deadlines	PFA	Vanessa
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October 2016

#	Date	Task	Owner	Status
1		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
2		IGNITE: 70 th Anniversary Features/Build the mailing list!	PFA	Dinah & Vanessa
3		Principal: Delaware & Virginia Tour	PFA	
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November 2016

#	Date	Task	Owner	Status
1		Decades Concert Tour Kick Off	70 th	
2		Choir Jamaica Tour	PFA	Andrew
3		Giving Tuesday Prep – December 1	PFA	Dinah
4		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole & Elita
5		IGNITE: 70 th Anniversary Features/build the mailing list!	PFA	Dinah & Vanessa
6		Academy Day		
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December 2016

#	Date	Task	Owner	Status
1		12 Days of Giving	PFA	Dinah, Vanessa, Nicole & Sheryl
2		Gala and Silent Auction (Historically Black Boarding Schools) ... Can Howard University host us?	70 th	
3		WEBSITE: Video Tribute <i>and Facebook</i>	PFA	Nicole
4		IGNITE: 70 th Anniversary Feature w/ Board the mailing list!	PFA	Dinah & Vanessa
5		Handy Hall Weekend	PFA	
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