



Project Update

January 10, 2018

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Coordinators of Development & Volunteer Activities

Background

- Charged with raising \$1.8 M to install an artificial turf field & refinish the track at Shrewsbury High School
- All money must be raised privately through corporate & personal donations
- Aggressive 15 month timeframe
 - Approved November 19, 2016
 - Dollars must be in hand by February 2018 to have work done for 2018-2019 school year

How We've Done It

- Small, dedicated group of hard working volunteers
 - Jim Buonomo
 - Paula Buonomo
 - Debra Mooney
 - Jay Brann
 - Ginger Conti
 - Jay Costa
 - Jeff Gillooly
 - Jim LeMay
 - Bill Orfalea
 - John Samia
 - Tony Tizzano
 - Nick Todisco
- Very small budget to implement this capital campaign

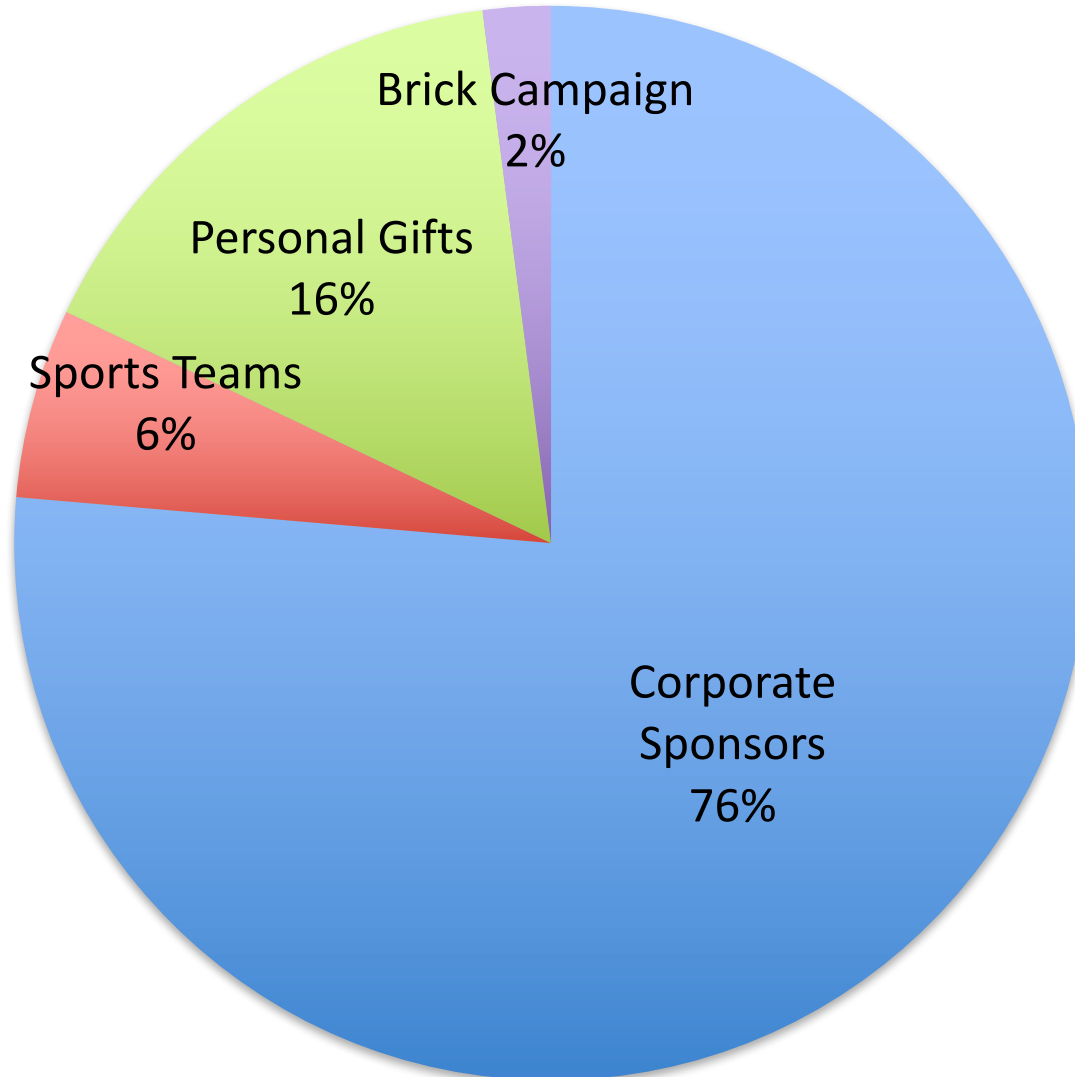
How We've Done It

- Mailings (postcards, letters)
- Emails
- Phone calls
- School Journal article
- Social Media
- Face to face meetings
- Business Breakfast at SHS
- Informal gatherings in people's homes
- Personal referrals

WE'VE RAISED \$1,147,117



\$1,147,117 Raised



Our Donors

- Corporate Sponsors \$876,000
 - Central One Federal Credit Union \$750,000
 - Shrewsbury Federal Credit Union \$50,000
 - Avidia Bank \$10,000
 - Columbia Tech and The Coghlin Family \$10,000
 - CMSC Auto School \$2,500
 - Price Chopper's Golub Foundation \$1,000
 - Verbal commitments \$52,500

Our Donors

• Sports Groups/Teams	\$65,500
– Shrewsbury High School Boosters	\$50,000
– SHS Football team	\$500
– SHS Boys Soccer team	\$500
– SHS Boys & Girls Crew team	\$500
– Verbal commitment	\$14,000

Our Donors

• Personal Gifts	\$182,217
– \$50,000 (1 gift)	\$50,000
– \$25,000 (1 gift)	\$25,000
– \$10,000 (1 gift)	\$10,000
– \$5,000 (6 gifts)	\$30,000
– \$1,000 - \$3,000 (17 gifts)	\$27,300
– \$500 (11 gifts)	\$5,500
– \$1 - \$499 (80 gifts)	\$9,417
– Verbal commitment	\$25,000
• Brick Campaign	\$23,400

6 Weeks To Go

- \$652,883 left to raise
- We'll continue to press hard
 - Ad in the Community Advocate
 - Banner across Maple Avenue
 - Posts to social media
 - Personal calls, emails & outreach
 - February 3 - Tailgate For Turf

Tailgate for Turf

Saturday, February 3

- Indoors at SAC Park
- Informal event – wear your jeans & t shirts
- \$25 per ticket (21+ only)
- Cash bar, free appetizers
- Music by Tim Pitney & friends
- Door prizes, raffles & more
- Goal is to sell 300 tickets & raise \$10,000

6 Weeks To Go

- We still welcome all donations
 - Naming opportunities are available
- Brick sales are still open

www.turf4shrewsbury.org

