



DRAFT: December 10, 2025

MINNDEPENDENT celebrates the 50<sup>th</sup> anniversary of its founding in 2026. Below is a summary of potential activities and actions throughout the calendar year. Overarching theme will highlight MINNDEPENDENT as a trusted partner and unified voice for private and independent schools for a half century

#### GOALS:

1. Reflect
2. Celebrate
3. Invite
4. Advance

#### COMMUNICATIONS AND MARKETING

- Slogan/Logo/anniversary marker – Dean volunteered to develop
- Produce anniversary video (3-4 minutes) – feature testimonials by current/former board members, donors, funders, school representatives, partners
- Focused spotlight/messaging in monthly enewsletter – i.e., historical items, testimonials, growth facts, spotlight people/schools/programs, did you know?

#### EVENTS/ENGAGEMENT OPPORTUNITIES: A Three-pronged approach

- Current 2026 calendar of events
  - “KICKOFF” EVENT - Private and Independent Education Awards, Sunday April 26, 2026, Mendakota Country Club
    - “Normal” event incorporating 50<sup>th</sup> messaging and anniversary video
    - Special recognition (James Field Legacy Award)
  - “CAPSTONE” EVENT - 2026 School Leadership Conference, September 28-30, 2026, Ruttger’s Bay Lake Resort
- Proposed additional engagement opportunities
  - MINNDEPENDENT and/or Board directed special event(s)
    - Lunch and learn
    - Happy hours/social gatherings

- Business meetings/presentations
- Rekindle President's Cabinet (or similar format)
- Regional gatherings
  - Member appreciation gatherings
  - Ex. New Ulm/Sleepy Eye

## COMMITTEE/VOLUNTEERS

- Small committee of board members as champions
- Past board members as ambassadors

## RESOURCES

- Seek funders/sponsors
- Utilize reserve funds to underwrite
  - Potential budget for “out of scope” new activities \$10,000-\$15,000