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Cc: ["H. Joe Nelson, III"](#); ["Howard Speight"](#); [REDACTED]
Subject: Capital Campaign and Major Gift Update - Confidential
Date: Thursday, September 15, 2016 3:32:45 PM
Attachments: [Rumor Control Talking Points September2016.docx](#)

Dear Board,

I feel the need again to emphasize confidentiality regarding our potential lead gift. The gift is still not guaranteed. By letting this information leak, we would lose the trust of the donor and the district. And, our core constituents would hear news from unreliable sources. It is imperative that HSPVA Friends does not lose the ability to manage the messaging. In case you are approached by someone hoping to confirm a rumor, Susan and Kim have drafted talking points to assist you. (attached)

Since we last met, I have been working diligently to coordinate the terms of the major gift agreement between the donor, HSPVA Friends, and HISD. The HISD Board will vote to accept the terms at their next meeting, October 13.

Alene and I also have been working with the Sterling team, Elmore team, and Scott to finalize our communication plan – both for the lead gift and the kick-off of the campaign as a whole. I am confident that they have developed the language and timeline this major announcement merits. We will update you all with details as the HISD Board meeting approaches.

You are always welcome to call me if you have any questions.

Bob

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So! I hear.....

I'm so glad you came to me with your question. It is good to know what people are saying. Let me share what I can.

- We are working hard to raise funds to supplement the money that HISD has allocated for the new school. There *are* some conversations happening with different groups that are interested in the school, and if everything works out, there may be a major gift to HSPVA.
- I hope you understand that we are working on raising several million dollars for the new school, and we are trying very hard to focus on bringing in as much money as possible. I am really happy that you care about this and we will definitely keep you posted when we have news to share.
- Please do not repeat what you heard because it (isn't accurate) (really won't help us secure donations) (could be misinterpreted by a potential donor)

Thanks. Can I count on you?

(LISTEN) But I'm worried about...

- I really appreciate you sharing this with me, and I'm sorry you are concerned – but I hope you can trust that HSPVA Friends has been working hard to support HSPVA for a long, long time, and has been ready to help get the new school built for almost 20 years.
- We have a wonderful school.
- We are working to raise several million dollars, and the best way you can help us right now is stay calm and not worry – but I promise there will be a role for you to play and I hope you will be able to help in the next couple of months – or sooner - when we are ready to reach out to lots of people for our campaign.

I hear that the name of the school may change. Is this true?

- That is above my pay grade. HISD has policies on this type of thing. It would be their decision.

HISD is putting us in a bad position. I hear we are millions short! How can I give? Where can I give?

- We are working on it. Things are happening. Our campaign is in our quiet phase. We will let you know soon.