

BOARD KICKOFF GUIDE

Rock Landing Foundation

A working agenda for our board — where we are, what we've built, and what comes next.

Prepared for: The Board of Directors

Prepared by: Sherryl Cephas, Founder & Board Chair

Date: June 2026

Status: Launch Week — Site live · 501(c)(3) pending ·
Phase 1 fundraising open

rocklandingfoundation.com

Agenda & Contents

01 Where We Are: What We've Already Accomplished

02 What's Pending: The Near-Term To-Do List

03 The Website: Our Front Door & What's On It

04 The Foundation Money Meter: How We're Tracking the \$5.5M Campaign

05 The Vision: Phased Build-Out of Rock Landing Foundation

06 Marketing: Where We Start & How We Win

07 Choir Versus: Our Flagship Fundraiser

08 Rock Landing Ryderz: The Family for Life

09 The Board: Roles, Duties & Expectations

10 What I Need From You — The 90-Day Board Commitment

Where We Are: What We've Already Accomplished

Take a moment with this list. Most nonprofits at our stage have a logo and an idea. We have infrastructure.

✓ LEGAL & GOVERNANCE

- **Virginia nonstock corporation:** formed and registered
- **Certificate of Incorporation:** on file
- **VDACS Charitable Solicitation #700184:** registered to fundraise in Virginia
- **501(c)(3) tax-exempt status:** pending IRS approval (we are operating as a nonprofit during the pending period)
- **Board of Directors:** seven seated — multi-state, multi-discipline

✓ STRATEGIC DOCUMENTS

- **Full business plan:** drafted and on file
- **Grant proposal:** complete with phased budgets, financials, property details, and program design — gate-protected and request-only for foundations & major donors
- **Pro-forma financials:** Year 1 through Year 5, updated 6/18/26 (18 residents Y1 · 4% inflation · Y1 total \$5.31M including capital)
- **Choir Versus pitch deck:** 19 slides, ready for sponsorship outreach

✓ BRAND & IDENTITY

- **Foundation name & logo:** finalized
- **Brand palette & typography:** slate-blue, gold, cream — Georgia & sans-serif system
- **Three sub-brands defined:** Rock Landing Foundation · Choir Versus · Rock Landing Ryderz
- **Tagline:** "Helping Youth Land On Solid Ground"

✓ DIGITAL INFRASTRUCTURE

- **rocklandingfoundation.com:** live, fully responsive, ten pages deep
- **Stripe donation pipeline:** tested end-to-end — first donation received
- **Email pipeline:** info@rocklandingfoundation.com routed via Gmail SMTP
- **Inquiry forms:** Get Involved, Contact, Grant Proposal Request, Ryderz Interest — all live and routed
- **Live campaign thermometer:** embedded on Donate, Home, and Grant Proposal pages

✓ MARKETING FOUNDATION

- **Share Toolkit page** live at /share/ — one-click social sharing, pre-written posts, downloadable images, talking points, hashtags
- **Personal launch email** drafted and ready to send to our warm networks
- **Founder bios & headshots** on the About page
- **Property photos & renderings** for both Path A (renovate existing campus) and Path B (build new)

What's Pending: The Near-Term To-Do List

These are the next 30–60 day items. Many of them benefit directly from board action.

QUICK WINS — THIS WEEK / NEXT WEEK

- **DNS nameserver flip:** rocklandingfoundation.com domain still routes through Wix — needs to move to Hostinger (where the new site lives) to complete the launch
- **Board photos & bios:** seven cards on the About page currently show initials placeholders; we need headshots and 1–2 sentence bios for each board member
- **Public-listing consent:** each board member needs to confirm they're comfortable being publicly listed (name + city) on the website
- **Facebook & Instagram audit:** Rolanda has set up our pages — we need to confirm admin access, finalize bio/cover, and start posting
- **Open Graph / social share preview images:** when anyone shares our site link, we want a branded card to show (not a generic preview)

MEDIUM-TERM — NEXT 30–60 DAYS

- **Founder bio one-pager PDF:** for press kits, donor meetings, partner outreach
- **Press kit page (/press/):** bullet-point fact sheet, downloadable logos, founder quotes, media contact
- **Roanoke Times pitch:** highest-impact local media — pick one journalist, send personal pitch
- **Founder video (2 min):** Sherryl speaks to the mission — highest-converting content for nonprofit donors
- **501(c)(3) IRS determination:** we are pending; the official letter unlocks bigger institutional grants
- **Property due diligence:** finalize Path A acquisition or commit to Path B (purpose-build)
- **Board bylaws review & ratification:** formal governance structure for our records
- **Email newsletter setup:** capture visitors who aren't ready to give yet

BIGGER LIFTS — NEXT 60–180 DAYS

- **First three major-donor meetings** (target: \$10K+ commitments each)

- **Choir Versus founding sponsor secured** — Platinum or Gold tier
- **First three foundation grant submissions**
- **Annual report template** (for use at the 12-month mark)

The Website: Our Front Door

rocklandingfoundation.com is more than a brochure — it's our credibility instrument, our donation engine, and our 24/7 storyteller.

PAGES ON THE SITE

PAGE	PURPOSE
Home	Mission, the need, hero CTA, thermometer, founder credibility
About	Founder stories, board of directors, mission and values
Programs	Ten vocational tracks + mental health support + transitional housing + life skills
The Vision	Long-term phased build-out — Quonset campus, expansion plan
Choir Versus	Flagship fundraising event — sponsorship tiers, mission link
Ryderz	Motorcycle club for graduating youth + supporters — founding members forming now
Donate	Stripe-powered giving page — one-time & recurring
Get Involved	Volunteer, partner, employer, mentor pathways
For Grantors	Gated grant proposal request form (foundations, family offices)
Share Toolkit	One-click social sharing, pre-written posts, downloadable images for board & supporters
Contact	Reach the foundation directly

WHAT THE WEBSITE IS DOING FOR US

- Tells our story without us having to be in every conversation
- Captures inquiries from grantors, partners, donors, and youth
- Closes donations via Stripe (no minimum, recurring optional)
- Builds credibility — when a major donor wants to evaluate us, the site is the deck
- Lets supporters share us on social with one click

The Foundation Money Meter

The live thermometer on the website is the donor's visual proof of progress. Every dollar raised pushes the bar.

THE PHASE 1 CAMPAIGN AT A GLANCE

\$5.5M

Phase 1 campaign goal (capital + Year 1 operating)

25

Beds in the Phase 1 transitional facility

100+

Youth served per year at Phase 1 scale

10

Vocational tracks running from day one

MILESTONE STRUCTURE (THE "UNLOCK" MODEL)

Instead of one giant thermometer that feels unreachable, we use milestones that each unlock something visible. Donors always see a short-term goal within striking distance:

- **\$50,000** → Choir Versus officially launches (event date announced)
- **\$250,000** → Property acquisition deposit secured
- **\$1,000,000** → Renovation/build phase begins
- **\$5,500,000** → Phase 1 fully funded — doors open to first cohort

HOW TO USE THIS IN YOUR CONVERSATIONS

When you talk to a prospect, the line that lands is: *"We're \$X away from unlocking [next milestone]. Your gift, at any level, gets us closer."* It turns "donate to a \$5.5M campaign" — which feels impossible — into "help us hit the next mile-marker" — which feels achievable.

WHERE DONATIONS COME FROM (THE 3-TIER REALITY)

TIER	EXPECTED % OF TOTAL	STRATEGY
Major donors & foundations	~70%	Personal cultivation, grant submissions, in-person meetings, gated grant proposal
Community / small donors	~20%	Social media, faith networks, local press, founding-donor wall
Events & programs	~10%	Choir Versus sponsorships, Ryderz dues/sponsorships, future events

The Vision: Phased Build-Out

Rock Landing Foundation is not just a building. It's a phased ecosystem. Here's the long arc — what we share with donors who want to understand scale.

Phase 1 — First Open Doors

\$5,505,000

- **25-bed** transitional residential & training facility in the Roanoke Valley
- First cohort: **25 young adults** aging out of foster care receive safe housing + full program from day one
- **Scaling to 100+ youth served per year** at full Phase 1 capacity
- Two property pathways: **(A)** renovate the 2.3-acre Botetourt County campus already identified (special-use zoning approved), or **(B)** purpose-build on 30–40 acres in the Roanoke region
- All 10 vocational tracks running from day one: Culinary Arts, Construction, Digital Media, Music Recording, Auto Mechanics, Agriculture, Healthcare, Entrepreneurship, Nutritional Planning, and Electrical Fundamentals
- Mental health counseling, life skills, internship pipeline, faith-rooted community life
- Capital + Year-1 operating investment fully covered

Phase 2 — The Dedicated Youth Campus

~\$12,000,000

- Acquire **30–40 acres** and begin Quonset / barndominium-style construction
- Purpose-built youth campus designed from the ground up around the 10 vocational tracks
- Each program gets its own dedicated space — workshops, studio, greenhouse, kitchen, classrooms
- Phase 1 facility continues operating in parallel during the build
- Capacity expansion to support sustained **100+ youth served per year**
- Annual Choir Versus event becomes a regional staple

Phase 3 — Rock Landing Community

~\$35,000,000

- A full intentional community on **60-80 acres** in the Blue Ridge foothills
- The dedicated youth campus continues operating, surrounded by residential cottages for program participants & alumni, staff housing, and **ownership-track homes** for program graduates
- Graduates can apprentice in our shops, become program staff, and eventually **own a home within the community** — building the family they never had
- Working farm, pond, gathering pavilions, expanded vocational shops
- Solar-powered residential cottages, color-accented program buildings
- Becomes a regional & national model for aged-out foster youth housing

THE BIG IDEA

Phase 2 and Phase 3 donors do *not* have to wait for Phase 1 to complete. A sponsor whose heart is in the dedicated campus or the full community can fund that phase today and accelerate the whole vision. This is what makes Rock Landing different from a single-building nonprofit — it's an ecosystem at three scales of investment.

Marketing: Where We Start & How We Win

A website isn't a marketing strategy. People don't randomly find a foundation — they have to be told. Marketing = driving people to the site on purpose, through specific channels, with specific reasons to click.

OUR THREE AUDIENCES (AND HOW EACH IS REACHED)

AUDIENCE	WHAT THEY WANT	HOW WE REACH THEM
Major donors & foundations	Credibility, proof, scale, governance	LinkedIn, in-person, grant proposals, direct outreach
Community & small donors	Emotional story, easy giving	Facebook, Instagram, faith networks, local press, founder personal networks
Partners & referrers	Mission alignment, professional collaboration	Email, phone, in-person — caseworkers, DSS, churches, employers, schools

THE 30-DAY ROLLOUT ORDER

- 1. Week 1 — Soft launch:** Personal launch email from Sherryl + Rolanda to 50–100 warm contacts. Board members send to their own networks. Seeds the thermometer.
- 2. Week 2 — Press & faith outreach:** One pitch to Roanoke Times. Pastor meetings begin. Local Facebook groups (used carefully, never spammed).
- 3. Week 3 — Partner outreach:** DSS / caseworker visits. Employer partnership conversations. Foundation grant submissions begin.
- 4. Week 4 — Content rhythm:** Story series begins on social (Why we exist · Meet Peaches · What aging out actually looks like). Founding donor wall recognized publicly.

HOW BOARD MEMBERS CAN DIVIDE UP THE WORK

SUGGESTED FOR: SHERRYL (FOUNDER & CHAIR)

Founder & Public Face

- Major donor meetings & in-person cultivation
- Press interviews & the founder story
- Pastor outreach (faith community)
- Final voice on big strategic decisions

SUGGESTED FOR: ROLANDA (VICE CHAIR, CMO)

Brand, Creative & Digital

- Social media strategy & voice (Facebook, Instagram, LinkedIn)
- Content production (graphics, video, stories)
- Founder video direction
- Brand consistency across every touchpoint

SUGGESTED FOR: ANASTACIA (SECRETARY)

Governance & Communications

- Board meeting minutes & records
- Donor thank-you note system
- Email newsletter writing & sending
- Bylaws & compliance support

SUGGESTED FOR: SARA & ABDUL-BASIR (BOARD MEMBERS)

Community & Network Activation

- Personal network outreach (each: 10+ contacts)
- Local event attendance & representation
- One major donor introduction per quarter
- Volunteer recruitment in their respective regions

SUGGESTED FOR: CASANDRA (BOARD MEMBER)

Atlanta Regional Lead

- Atlanta-area network outreach (donors, faith, partners)
- Choir Versus venue / sponsor connections in GA
- Cross-state expansion conversations

SUGGESTED FOR: ANGIE (CHIEF FOUNDATION REP)

Foundation & Grant Strategy

- Grant proposal management & submissions
- Foundation relationships & tracking
- Compliance & reporting once grants land
- Lead on the gated /grant-proposal-request/ pipeline

ADJUST AS NEEDED

These role suggestions are a starting point. We'll calibrate based on each member's bandwidth, strengths, and interest. The point: no one person does everything, and every board member has a lane.

Choir Versus: Our Flagship Fundraiser

"More than a competition — a movement."

WHAT IT IS

- A high-energy live choir competition uniting churches, schools, and community organizations
- Inspired by Verzuz-style battles, evolved with online audience voting + live finale
- Every sponsorship dollar directly funds Rock Landing Foundation's transitional housing mission
- Built for scale: **20 competing choirs** · 1,500–4,000+ in-person attendees · 50,000–250,000+ digital impressions · 300K+ churches nationwide in target network

SPONSORSHIP TIERS (ALREADY STRUCTURED, READY TO SELL)

TIER	AMOUNT	HEADLINE BENEFIT
PLATINUM	\$100,000	Naming rights for a key moment, on-stage recognition, 10 VIP tickets
GOLD	\$50,000	Prominent logo, stage shout-out, booth, 4 VIP tickets
SILVER	\$25,000	Logo across marketing, social media shout-outs
BRONZE	\$10,000	Logo on screens, group recognition

IN-KIND PARTNER CATEGORIES (NO CASH REQUIRED)

- **Media & advertising** (radio, digital, out-of-home)
- **Production & experience** (audio/lighting/staging/video, livestream)
- **Hospitality & talent care** (catering, beverages, VIP lounge)
- **Swag & product** (gift bags, branded merch, giveaways)
- **Community & activation** (on-site booths, interactive experiences)

WHERE TO START WITH MARKETING IT

1. **Secure one Platinum or two Gold sponsors FIRST.** The strategy is: big sponsors → event scaled to match → date announced. Don't announce a date until the production budget is locked.
2. **Frame it as "Founding Sponsors of the Inaugural Choir Versus."** Limited. Exclusive. Investment language, not "buy a sponsorship."
3. **Hit faith networks first.** 300,000+ U.S. churches. Pastors love programs their youth choirs can participate in. This is our highest-converting target.
4. **Then HBCU & school music programs.** 90,000+ public school music programs in the country.
5. **Local first, then regional:** Roanoke Valley → Richmond → Hampton Roads → Atlanta (CaSandra's lane) → out from there
6. **Produce a 60-90 second concept video** so the website page has a "what is this?" hook for first-time visitors and sponsors

WHO OWNS CHOIR VERSUS?

SUGGESTED OWNER

Sherryl (vision & founder voice) + Rolanda (creative & production) + CaSandra (Atlanta connections). Open question for board: do we hire a dedicated Choir Versus event coordinator once Platinum is secured, or run it through the board?

Rock Landing Ryderz: The Family for Life

"Faith, brotherhood, sisterhood, and the freedom of the open road."

WHAT IT IS

- A motorcycle club currently forming — launching with our first graduating class of Rock Landing youth
- Faith-rooted riding family designed so finishing the program doesn't mean leaving the family
- Operates under separate legal structure from the Foundation (so liability is contained)
- Three values: **Family • Faith • Freedom**

MEMBERSHIP TIERS

TIER	WHO	WHAT THEY GET
Sponsored Free Student	Current Rock Landing youth	License training, mentor pairing, full club access — donor-funded year one
Active Rider	Licensed, owns/rides a bike	Full voting member, rides every event, wears the colors
Passenger / Supporter	Rides with members, doesn't ride solo	Family status, attends every meet-up, supports the mission
Honorary	Major donors & community partners	Recognized at every gathering, patches, lifetime invitations

WHAT MEMBERS GET (BEYOND THE PATCH)

- Free motorcycle license course for student riders
- Two big annual meet-ups (spring kickoff + fall family ride)
- One-on-one mentorship from veteran members
- Club colors & founding member regalia
- Community service rides (charity, food drives, visits to other foster programs)

- First year sponsored for every Rock Landing student — no dues, no barriers

THE RYDERZ MARKETING PLAN

1. **Right now: founding member intake** — the Ryderz interest form is live on the site, capturing names with no payment commitment. Goal: 25–50 founding member signups before the first graduating class.
2. **Local biker community outreach:** Roanoke Valley HOG chapters, local rider groups, faith-based riding clubs — Sherryl makes personal introductions as "Road Captain"
3. **Sponsor-a-Rider campaign:** donors can sponsor a single student's first-year membership (\$X/year covers license course + dues + regalia)
4. **Photography & video at every event:** the visual content from rides is gold for social. Builds the "family in action" story.
5. **Faith-rooted angle** — this is the distinguishing factor. Most riding clubs aren't faith-based; ours is. Lean into it.

WHO OWNS RYDERZ?

SUGGESTED OWNER

Sherryl as Road Captain (the founder voice) + 1–2 active rider board members or external advisors to handle ride logistics, safety, and event coordination. Open question: do we need to recruit a Vice Road Captain from outside the board?

The Board: Roles, Duties & Expectations

This is a working board, not a ceremonial one. Every member is expected to contribute time, network, and personal investment. Here's what that looks like in practice.

UNIVERSAL EXPECTATIONS (EVERY BOARD MEMBER)

- **Attend at least 80% of board meetings.** Monthly for the first six months; quarterly thereafter once we're stabilized.
- **Make a personal financial gift at a level meaningful to you.** Foundations and major donors look at the board first when evaluating credibility. 100% board giving is non-negotiable.
- **Use your network.** One major donor introduction per quarter, minimum. Personal social-network sharing during launch.
- **Be a public ambassador.** If asked "what do you do?" — have a 30-second answer about Rock Landing ready.
- **Maintain confidentiality.** Strategic discussions, donor names, financial figures — all stay in the room.
- **Disclose conflicts.** If a vote or decision touches a personal interest, declare it.

SPECIFIC ROLES & DUTIES

BOARD CHAIR

Sherryl Cephas

- Sets meeting agendas & presides over meetings
- Final voice on strategic direction
- Public-facing founder & primary fundraiser
- Liaison with legal, financial, and major institutional contacts

VICE CHAIR

Rolanda Monique Oliver

- Stands in for Chair when needed
- Leads brand, communications, and digital presence
- Co-decision-maker on strategy

SECRETARY

Anastacia Pierre Spivey

- Records and distributes board meeting minutes
- Maintains board roster and records
- Supports governance documentation & bylaws

CHIEF FOUNDATION REP

Angie Jackson

- Owns grant strategy and submissions
- Manages foundation relationships
- Reports on grant pipeline at every board meeting

BOARD MEMBERS

Sara Morris · Abdul-Basir Siebie · CaSandra Smith-Joyner

- Active participation in board discussions and votes
- Regional network activation in respective locations
- Committee work as assigned (fundraising, programs, events, marketing)
- Sponsor outreach and donor introductions

COMMITTEES WE'LL WANT TO FORM

1. **Finance & Audit** — oversees the budget, reviews monthly financials, prepares for annual audit
2. **Fundraising** — owns the donor pipeline, major gift cultivation, Choir Versus sponsorship
3. **Programs** — guides program design and quality once we have residents

- 4. **Governance & Nominations** — bylaws, board recruitment, evaluation
- 5. **Marketing & Communications** — owns social, press, brand, the Share Toolkit

What I Need From You — The 90-Day Board Commitment

This is the most important page. If every board member commits to these five things in the next 90 days, we will be in a fundamentally different position by September.

THE 90-DAY BOARD COMMITMENT

1. **Make your personal launch gift** — at a level meaningful to you. Any amount. 100% board giving is the bar.
2. **Send the launch email to 10+ people** in your personal network using the Share Toolkit at /share/.
3. **Make one major-donor introduction** — someone you know who could write \$5K+ to support this mission.
4. **Confirm your public board listing** (name + city on the website) and provide a headshot and 1-2 sentence bio.
5. **Show up:** attend the next two board meetings and join one committee from Section 09.

WHAT YOU'LL GET BACK

- Founding board recognition on the website permanently
- A founding board patch (for the Ryderz, if you ride or honorary)
- Your name attached to the launch of something that changes hundreds of young lives
- A seat at the table as Rock Landing scales regionally and nationally

WHAT I'M BRINGING TO THE TABLE

- Full transparency on every dollar in and out
- A clear marketing & fundraising playbook (the one you're reading)
- Active operational leadership — board members shouldn't have to run things
- The website, the brand, the systems — all already built
- My 100% commitment to making this work

Thank you for being on this board.

Every young person who finds Rock Landing is finding it because we said yes to building it. Let's go.

*Rock Landing Foundation · A Virginia nonstock corporation · 501(c)(3) status pending
VDACS Charitable Solicitation Registration #700184 · info@rocklandingfoundation.com*