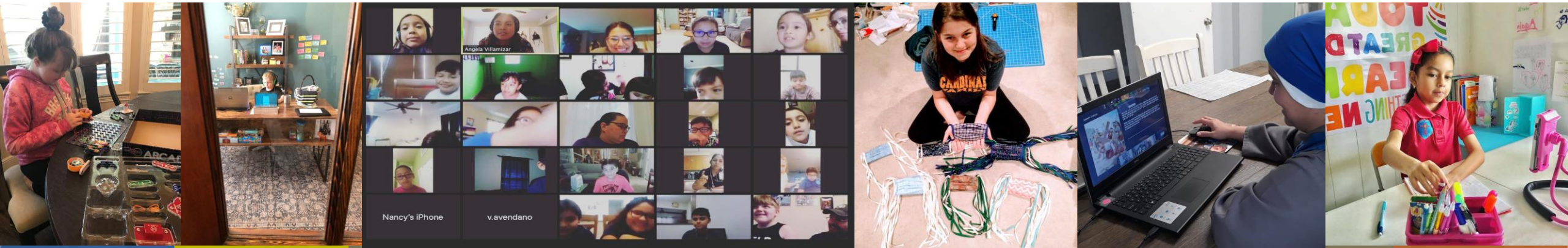


# School Advancement During the COVID-19 Crisis

April 22, 2020





*Our prayers  
are with you  
during this  
time of  
uncertainty!*





## **Advancement in schools could include...**

1. Development – raising annual operating funds to supplement tuition and pay the bills
2. Communications – family and community relations, marketing and branding of the school
3. Enrollment – ensuring current families are retained and new families aren't lost



# CARE FOR YOUR TEAM



## **Board/Advisory Council**

- May have instincts to act without knowledge of the philanthropic world
- Will want periodic updates and may have more time to help

## **Faculty and Staff**

- They need leadership, direction, empathy, and reassurance
- Operating in a challenging new educational model

## **Parents**

- May be feeling anxious about their child, job, and financial situation
- May feel very uncertain about school for next year



## Three challenges facing schools

1. Immediate **funding** due to event cancellation and/or extraordinary needs.
2. Effective means of **communicating** with school families and donors.
3. Concerns about **enrollment/re-enrollment** for next year.



# SCHOOL ADVANCEMENT DURING COVID-10

**1** **Communicate**

**2**

**3**

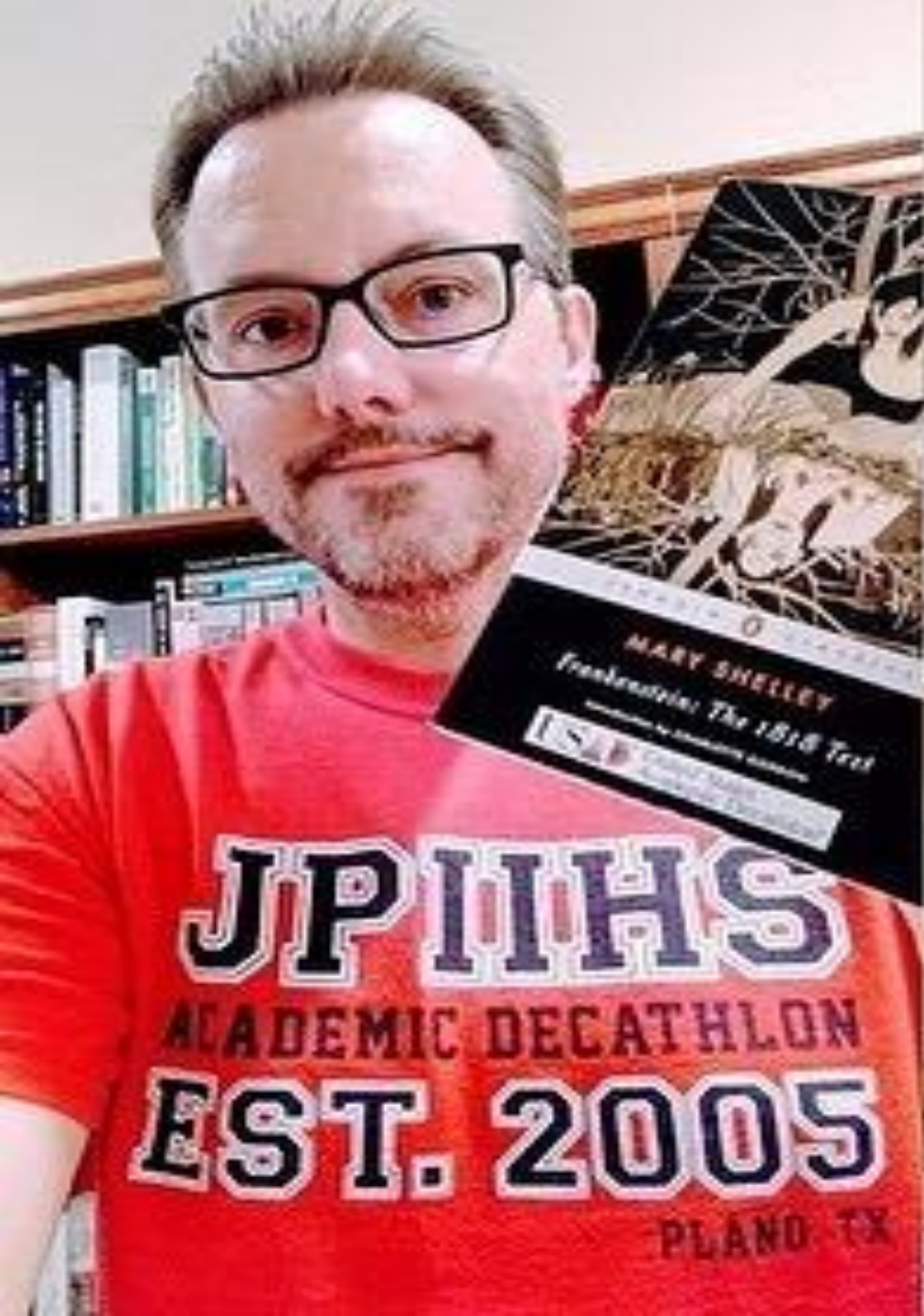


**Everyone has a unique  
COVID-19 story.**









**Be a calm, collected  
voice of reason.**



# COMMUNICATE

## Typical methods:

- E-blasts
- Newsletters
- Social media
- Videos
- Webinars



Consider a more  
*personal* approach.







# COMMUNICATE

**Get on the phone with key parents, donors, and prospects**

- Pastor
- President & Principal
- Board/Advisory Council Members
- Faculty & Staff
- Volunteer Leaders



# Listen, Share, Learn



# COMMUNICATE



## Ask...

- How are you? How have your lives changed?
- Is there anything the school can do for you?
- How can we be praying for you?
- Share the school's story in adapting to the crisis.
- Answer questions when you're able to do so.
- Be prepared to offer funding needs as appropriate.





**Take notes from every  
conversation.**



# COMMUNICATE



## Why?

- Opportunity to minister to the needs of your constituency.
- Demonstrates their importance to you and the school.
- Provides a platform to cultivate prospects.
- Discover donors able and willing to help now.
- Identify parents concerned about re-enrollment.



# SCHOOL ADVANCEMENT DURING COVID-10

**1** Communicate

**2** Cultivate

**3**



**In September, what will  
you wish you had done?**





**Most schools have had to  
cancel at least one major  
fundraising event.**



# HOW TO REPLACE CANCELLED EVENTS?

- Do nothing
- Reschedule it
- Go virtual
- Do something different!



**Cancelled fundraisers create  
a strategic opportunity!**



**Consider an emergency  
campaign to focus on your  
top donors and prospects.**



# ACTION STEPS



- Determine your immediate need (e.g., \$25,000).
- Create a 1-page outline to tell your story.
- Remember your mission is worth supporting.
- Resist the urge to “spray and pray” via social media.
- Build a financial model to get to your goal.
- Focus on your board, top donors, and top prospects.



## financial model

Gifts = 10

Goal = \$25,000

\$7,000			
\$5,000	\$5,000		
\$2,000	\$2,000	\$2,000	
\$500	\$500	\$500	\$500



## financial model

Gifts = 10

Goal = \$25,000

\$7,000			
\$5,000	\$5,000		
\$2,000	\$2,000	\$2,000	
\$500	\$500	\$500	\$500





## financial model

Gifts = 10

Goal = \$50,000

\$12,000			
\$7,500	\$7,500		
\$5,000	\$5,000	\$5,000	
\$2,000	\$2,000	\$2,000	\$2,000



## financial model

Gifts = 10

Goal = \$50,000

\$12,000			
\$7,500	\$7,500		
\$5,000	\$5,000	\$5,000	
\$2,000	\$2,000	\$2,000	\$2,000



# CULTIVATE



## Who are your donors?

- › Corporations
- › Private Foundations
- › **Individuals**



**Individual giving accounts  
for over 70% of  
philanthropy in America.**

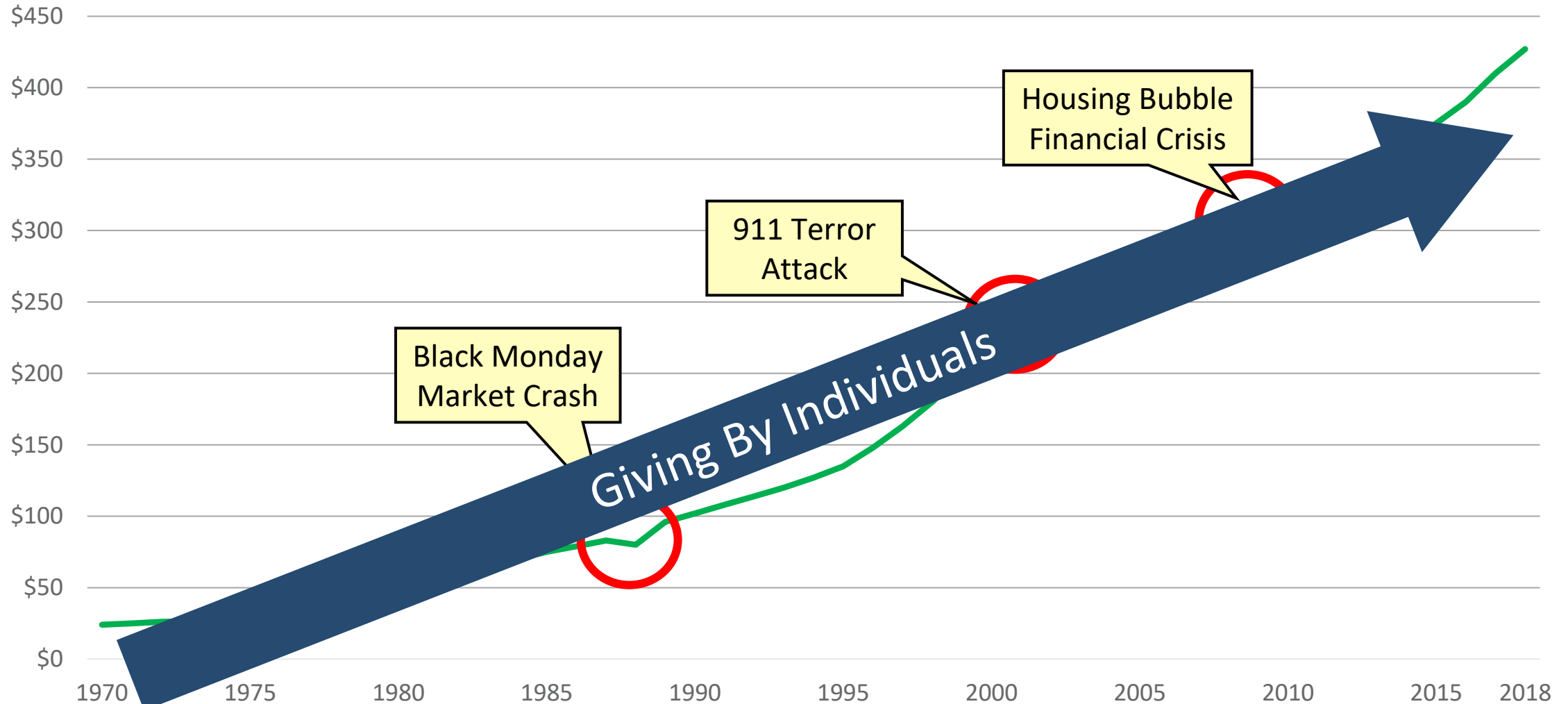


## Donors give during difficult times

- Giving in the U.S. has risen consistently over the past 60+ years
- With only two exceptions: 1987-88 and 2007-09
- US philanthropy fell less than 4% in each instance
- Giving from individuals did not decrease in either instance



## USA GIVING IN BILLIONS



**People continue to give  
during times of crisis!**





# SCHOOL ADVANCEMENT DURING COVID-10

**1** Communicate

**2** Cultivate

**3** Question





**What is the Lord asking of you?**

**Use this time to question your  
advancement operation.**



# QUESTION



## Ask yourself...

- What is my role and responsibility as a servant-leader?
- What are we doing to keep and attract families to our school?
- Do we waste resources on activities that obscure our mission?
- What should we stop doing? What should we start doing?
- Are we focused on mission-centered relationships with individuals?
- Could we be more efficient and effective in the future?





# Q & A



*Trig*

