

Humble Christian School Fundraising Strategy



Adopted by the HCS
BOD - March 10, 2008

HCS Fund Raising Mission Statement



Humble Christian School fund raising is to bridge the difference between what tuition provides and what the school needs to fulfill its Vision, Mission and Objectives.



HCS Fundraising Principles

- **Affordable Tuition Levels**
 - Use fundraising as an essential tool to maintain tuition at levels affordable to as many families as possible without ever compromising our commitment to spiritual and academic excellence.
- **Confidentiality and Anonymity of Giving**
 - Do not acknowledge distinctions between people based on the size of their gift.
 - Do not give special treatment, privileges or authority based on giving.
- **Family Giving Based on Means**
 - Encourage families to give as generously as the Lord directs them to support our shared vision.
 - Recognition that amounts vary as God wills and enables and we value each family's contribution.
- **All funds raised on behalf of the school are school property and used only to benefit the mission of the school**
 - Individuals are not entitled to personal benefit from any funds raised through a school fundraising activity
 - Participation in fundraising activities can be required but individual \$ benefit tracking will be discontinued

HCS Current Fundraising Activities



- General School Fund
 - Golf Tournament
 - Candle Sales (Spring/Fall)
 - Magazine Sales

- PTF Fund Raising Activities
 - Blue Jean Friday
 - Pizza Nights

- Special Activity Funds
 - Concessions
 - Candy machine sales
 - Gold C & Entertainment books
 - Lunch revenues
 - Poinsettia sales
 - Cookie dough sales
 - Christmas gift wrapping
 - Flower sales
 - Homecoming Activities
 - Book Fair
 - Cell phone and toner cartridge recycle

Primary Goal



Enhance the school's internal fundraising function to be more effective and acquire a wider scope of sponsorship for the ministry; while ensuring the organization does it in a manner that upholds the school Mission, Principles and the Lord.

Organizational Goal



Goal: Prepare organization for more effective and efficient fundraising

- Objectives:
 - Complete transition to accrual based financial statements needed for grant writing and for reporting results to donors.
 - Complete Strategic Plan to:
 - Use as material for targeting grant writing and completing grants
 - Use as collateral for marketing and communicating with stakeholders; including donors

Process Goal



Goal: Develop school processes and procedures to facilitate effective and efficient fundraising

- Objectives:
 - Implement fundraising policies and procedures to ensure proper handling and use of funds raised
 - Tracking and proper disposition of restricted funds
 - Communication guidelines
 - Guidelines for individual royalties or benefit from fundraising activities
 - Use of funds for school Mission and not other activities
 - Implement year-end reporting to recap year-end successes and distribute to donors to improve their feeling of ownership and remind them the benefits of their gifts.
 - Develop donor list and track donor information.
 - Track and communicate with a tool like DonorPerfect
 - Begin actively engaging donor candidates and building relationships

Process Goal



- Objectives: (continued)
 - Implement new fundraising activities that integrate the Strategic Plan, building campaigns and initiatives(see sample in appendix)
 - Implement new fundraising activities with higher earning potential and optimize timing of various activities
 - Track donors and communicate regularly to them using Quickbooks donor tracking module or implement donor tracking software(i.e. DonorPerfect)
 - Track
 - Preferred salutations
 - Relationship to the school
 - Contribution history and form
 - Communicate
 - Thank you letters
 - Contribution summaries
 - Donor Newsletters

Process Goals



- Objectives: (continued)
 - Communicate fundraising need and actively solicit family and business donations: Via scheduled newsletters, emails, web site including indication of 501-c3 status, tax deductibility of the gifts.

Staffing Goal



Goal: Develop staffing and resource plan to ensure that a more robust and successful fundraising function can be implemented and maintained

- Objectives:

- Hire Brenda Kirk or other qualified consultant to assist with:
 - Development a fundraising implementation plan to achieve this vision
 - Advise on the execution of the plan and establishment of fundraising activities
 - Train new Fundraising Coordinator function and ensure organization is ready for full-time Fundraising position
- Director of Development position:
 - To be hired once all branches of fundraising are active to administer the function and write grants.
 - Manages fundraising events, donor communications and solicitations, keeps abreast of fundraising opportunities, writes grants, stays in-tune with current fundraising trends and techniques
 - Reports progress and results of all fundraising activities to the BOD once per quarter

Staffing Goal



- Objectives:(continued)
 - Headmaster or Director of Development to become active in the local Chambers to promote the school and open doors to business donations.

Action Plan



1. BOD formally adopt this strategy and check progress at BOD meetings until fully implemented – March 10, 2008
2. Include plan Fundraising Mission and Principles in the full Strategic Plan
3. BOD to meet with Brenda Kirk to ask questions, understand her abilities/services and assess if she can help the school
4. BOD to research and interview other fundraising consultants as part of vendor selection process
5. If approved, hire consultant to take this plan, work with the Event Coordinator and other school staff to develop a detailed implementation plan (March – June) that achieves these all these goals as outlined within this strategy:
 - a. Flesh out ideas with details of the various activities
 - b. Develop recommended timing and scope of activities
 - c. Present detail implementation plan to the BOD for comment and approval

Action Plan



7. Assign duties to Event Coordinator to execute the implementation plan and report progress and results to the BOD on a regular basis
8. Hire Fundraising Coordinator as a separate role from Event Coordinator as plan is implemented and activities begin to mature
9. BOD to complete the governance objectives this strategy
 - a. Implement fundraising policy and procedures by June 2008
 - b. Complete transition to accrual based financial statements
 - c. Complete and adopt Strategic Plan