



Transitioning from Event-Centered Fundraising to an Annual Campaign



**CHANGE
AHEAD**

EVENTS



GOOD .

The biggest enemy of

GREAT !

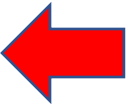
Reasons to Consider an Annual Campaign

- One ask. More efficient. Less work!
- Reveals ALL programs & events to donors
 - better branding for Foundation
- More impactful for your donor

Ultimate goal is to not be dependent on events!

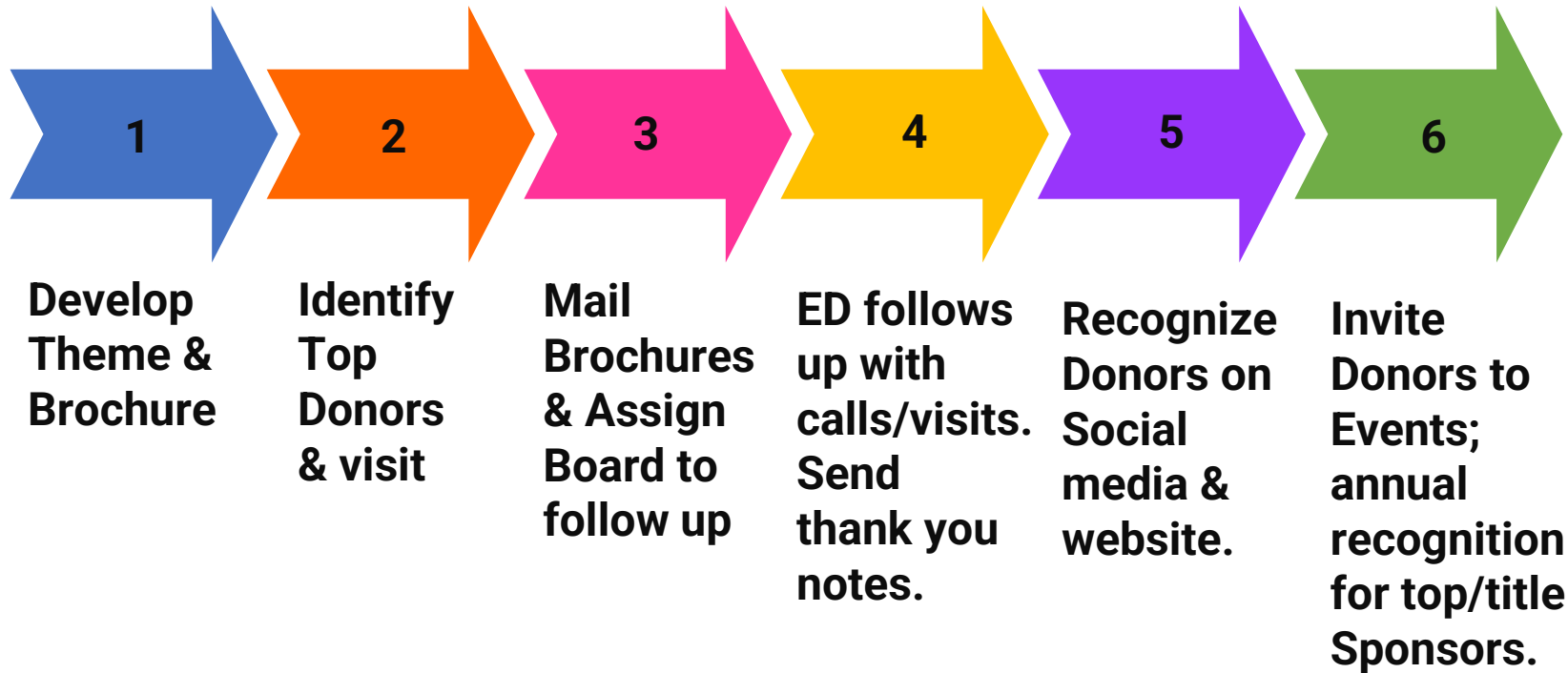
Convincing Statistics

| | Pre- AC 16-17 | 17-18 | 18-19 | 19-20 | 20-21 | 21-22 |
|---|---------------------|-------|-------|-------|------------------------|-------|
| Fundraising Events | 58% | 29% | 23% | 21% | 3.3% Didn't have it | 18% |
| Annual Campaign | 0% | 34% | 35% | 37% | 38% | 34% |
| % Overall Fundraising Increase from previous year | -- | +19% | +20% | +26% | -18% | +27% |



Annual giving is up **78%** compared to the year we began AC.

Create a Timeline



Set a monetary goal and identify your donors – large to small

1 at \$20,000

3 at \$10,000

4 at \$7,500

8 at \$5,000

10 at \$3,000

18 at \$1,000

24 at \$500

Total Goal = \$180,000





Utilize your board's contacts and network to help develop your list of prospects.

How to Develop Your Ask & Brochure

- Identify your programs
 1. Teacher Grants
 2. Student Scholarships
 3. 1st Year Teacher Gift Cards
 4. Chrissy's Closet
 5. Amy Anderson Literacy Legacy
 6. End of Year Staff Awards

- Identify your events
 1. 50 Men Who Can Cook
 2. Senior Hall of Fame
 3. Scholarship Reception



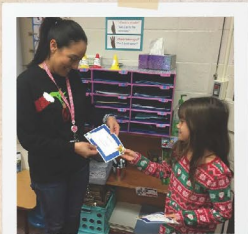


Pick a Theme & Tell Your Story

Give them a Snapshot of your Programs



Help us GROW



Star Educator



Amy Anderson Literacy Legacy



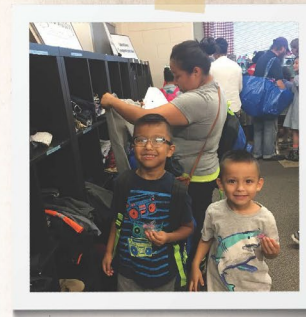
Innovative Teaching Grants

3



Senior Hall of Fame

our PROGRAMS. . .



Chrissy's Closet



Summer Day Camp Scholarships



Scholarship Awards

4



End-of-Year Staff Awards

Tell Your Story

Personalize it!

Hall of Fame *Where is Delphine now?*

Delphine, a 2018 Hall of Fame honoree, just finished her first year at University of Miami and is studying political science. "Freshman year was a wild ride but I am so grateful," says Delphine. "I attained the President's Honor Roll, an achievement marked by getting a perfect 4.0, while taking 18 credits. My favorite accomplishments are that I served on the Freshman Leadership Council, was a delegate to the ACC Leadership Conference, and landed an internship with a 5% hire rate in Detroit for the summer. I can attribute my academic and extracurricular success



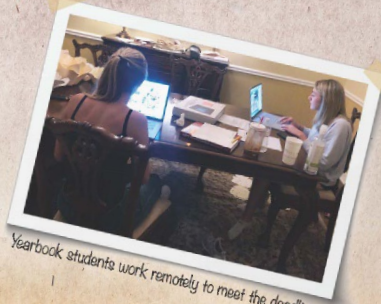
exclusively to the incredible resources offered by CSISD that gave me practice balancing rigorous academics with a heavy and competitive extracurricular load. I can't thank CSISD and all my teachers and mentors at A&M Consolidated High School enough."

Adapting in changing times... Saving the Yearbook - Remote Technology



The finished product!

"This grant saved the
yearbook program
for the year!"
~
Freda Carraway,
yearbook advisor



Yearbook students work remotely to meet the deadline.

This innovative teaching grant was initially written to offer yearbook students the ability to work on pages at home or for remote reporting. Little did we know that this would become a necessity with the closure of schools due to the pandemic. With 500 plus pre-sold yearbooks, it was imperative to complete the yearbook on time otherwise hundreds of students and families would have been devastated to not receive their 2019-2020 school memories. Forty yearbook team members were able to work together to finish the yearbook on time and this technology will be utilized for many years to come.

Match your
Programs &
Events with
Perks
(recognition
levels)

PARTNER BENEFITS 2020-2021

| SPONSOR LEVEL | 50 Men* | Chrissy's Closet | Hall of Fame | Teacher Grants | Scholarships | Day Camp Scholarships | Donor Wall |
|------------------------------|-----------|------------------|--------------|-------------------|----------------------|-----------------------|------------|
| Pillar \$20,000 | EXECUTIVE | PLATINUM | PLATINUM | TITLE SPONSOR | \$3K in SCHOLARSHIPS | ONE SCHOLARSHIP | LOGO |
| Founder \$10,000 | EXECUTIVE | PLATINUM | PLATINUM | INDIVIDUAL NAMING | \$2K in SCHOLARSHIPS | ONE SCHOLARSHIP | NAME |
| Visionary \$7,500 | MASTER | GOLD | GOLD | INDIVIDUAL NAMING | \$1K SCHOLARSHIP | ONE SCHOLARSHIP | NAME |
| Innovator \$5,000 | PRIVATE | SILVER | SILVER | INDIVIDUAL NAMING | \$1K SCHOLARSHIP | | NAME |
| Ambassador \$3,000 | GOURMET | SILVER | SILVER | INDIVIDUAL NAMING | \$1K SCHOLARSHIP | | NAME |
| Leader \$2,000 | IRON | BRONZE | BRONZE | | | | |
| Advocate \$1,000 | SOUS | BRONZE | BRONZE | | | | |
| Steward \$500 | PREP | BRONZE | | | | | |

For details on sponsorship levels, see pages 7 & 8.

*Tentative based on event being held

TITLE SPONSORSHIPS - focused giving for events and programs

| | | | |
|------------------------------|----------|------------------------------------|----------|
| 50 Men Who Can Cook* | \$15,000 | End-of-Year Staff Awards | \$ 5,000 |
| Senior Hall of Fame | \$ 7,500 | Summer Day Camp Scholarships | \$ 5,000 |
| Chrissy's Closet | \$ 5,000 | Amy Anderson Literacy Legacy | \$ 3,500 |
| Employee Giving Campaign | \$ 5,000 | 1st-Year Teacher Gift Card Program | \$ 3,000 |
| Scholarship Awards Reception | \$ 5,000 | Star Educator | \$ 2,500 |

Iron Out the Details

50 Men Who Can Cook

Our signature fundraiser showcasing local community and school leaders' culinary skills with over 2,000 attendees.
Friday, February 7, 2020 ❖ Brazos County Expo Complex

Executive Chef \$7,500 (Early Entrance VIP Tickets)

You will receive all the benefits of lower levels plus:

- Official sponsor of the bars with prominent signage
- Company name will be recognized by emcee at least 3X
- Includes 16 tickets to the event and digital cookbook

Master Chef \$5,000 (Early Entrance VIP Tickets)

You will receive all the benefits of lower levels plus:

- Official sponsor of the silent auction big board
- Display logo on our website linking to business website
- Includes 12 tickets to the event and digital cookbook

Private Chef \$2,500 (Early Entrance VIP Tickets)

You will receive all the benefits of lower levels plus:

- VIP early entrance to the 50 Men Event, 30 minutes prior to event opening to the general ticket holder
- Includes 10 tickets to the event and digital cookbook

Gourmet Chef \$1,750 (Fast Pass drink pass & VIP seating)

You will receive all the benefits of lower levels plus:

- "Fast Pass" drink wristband which allows you access to special service drink stations & reserved seating
- Thank you on CSISD EF Facebook page
- Includes 8 tickets to the event and digital cookbook

Iron Chef \$1,000

You will receive all the benefits of lower levels plus:

- Includes 6 tickets to the event and digital cookbook
- Recognized in the AMCHS & CSHS 2020 football programs

Sous Chef \$500

You will receive all the benefits of Prep Chef level plus:

- Receive 4 tickets to the event and digital cookbook

Prep Chef \$250

Your company name will be:

- Recognized on full page Eagle thank you ad and at event slide show
- Receive 2 tickets to the event and digital cookbook

Friend of a Chef \$100

Recognition on the CSISD EF website

Chrissy's Closet

A free store for low-income CSISD students and staff to obtain new or gently used clothes, shoes, and personal essentials.

**Open every Monday from 4-6 pm during school days
at College View High School**

Title Sponsor \$5,000

- Prominent Logo title recognition on all promotions; social media, special drives
- Title Recognition on EF Chrissy's Closet web page and Facebook page
- Recognition plaque for place of business and sign at Chrissy's Closet
- Listing on Education Foundation Wall of Honor in CSISD Board Room

Platinum \$1,000

You will receive all the benefits of lower levels plus:

- Sponsor of one of the following areas in the store: shoes, girls clothes, boys clothes, toiletries, jeans, and socks/underwear through signs at store
- Recognized in the AMCHS & CSHS 2020 football programs

Gold \$750

You will receive all the benefits of lower levels plus:

- Invitation to CC special events

Silver \$500 & Bronze \$250

- Name recognition at Chrissy's Closet
- Recognition on EF website and all social media

Scholarship Reception

An awards presentation and reception for our 70+ scholarship recipients and their families; usually about 325 in attendance.
Held in May 2020 at local venue (TBD).

Title Sponsor \$5,000

- Logo recognition on program and PowerPoint presentation and letter to recipient
- Title Recognition on scholarship web page and Facebook page
- Recognition plaque/thank you for business or individual
- Listing on Education Foundation Wall of Honor in CSISD Board Room

1st-Year Teacher Gift Cards

This program provides a gift card to each first year teacher to help them set up their classroom.

Title Sponsor \$3,000

- Logo recognition on envelope accompanying gift card
- Logo recognition on website & social media
- Recognition/thank you plaque for business or individual

Give them Options on How to Make Gift

YOUR GIFT ON YOUR TERMS

BASED ON A 10-MONTH SCHOOL-YEAR GIVING CYCLE

| SPONSOR LEVEL | ANNUAL GIFT | QUARTERLY | MONTHLY |
|---------------|-------------|-----------|---------|
| Founder | \$10,000 | \$2,500 | \$1,000 |
| Visionary | \$7,500 | \$1,875 | \$750 |
| Innovator | \$5,000 | \$1,250 | \$500 |
| Ambassador | \$3,000 | \$750 | \$300 |
| Leader | \$2,000 | \$500 | \$200 |
| Advocate | \$1,000 | \$250 | \$100 |
| Steward | \$500 | \$125 | \$50 |

Don't Forget **TITLE** Sponsorships



Chrissy's Clothing Closet



Senior Hall of Fame



**Amy Anderson
Literacy Legacy**



Teacher Grants & Grant Patrol



Star Educator



**1st Year Teacher
Gift Cards**

TO DO LIST

Follow Up

Follow Up

Follow Up . . .

Show Your Donors You Love Them

Student Artwork Contest

Hosted a district-wide art contest to create our donor piece. We then created a custom canvas for each donor with their name and year.



CHI St. Joseph Health
2018 - 2019
CSISD Education Foundation
Pillar Partner

More Recognition

Donor Wall

- Recognizes Annual Campaign Contributors
- Located in foyer of district's Board of Trustees meeting room.



Donor Reception

Involve your students. We had our culinary students make cupcakes and had orchestra students play for entertainment. Invite a board member to give a personal testimony.



Questions & Comments



Contact Info

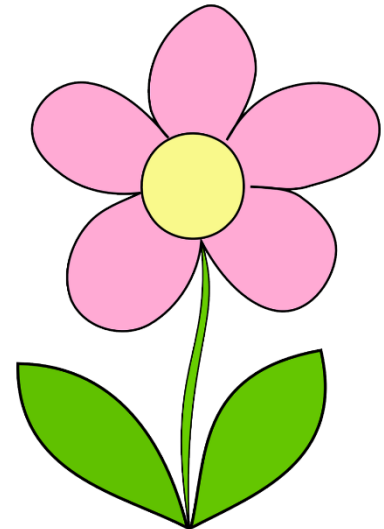


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