



ADVANCEMENT IN SCHOOLS DURING THE COVID-19 CRISIS

A WEBINAR FOR INDEPENDENT & CHRISTIAN SCHOOLS





MISSION
ADVANCEMENT®

Go to our website: MissionAdvancement.com

Development Strategies During COVID-19 Crisis

Mission Advancement is offering you and your organization a free 30-minute consultation with one of our development professionals – no strings attached.

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



Advice:
Be the calm & collected
voice of reason!



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 currently families are retained and new families are engaged to maintain and/or grow the tuition paying base



THREE COMMON CHALLENGES IN MOST SCHOOLS

1. Immediate need for funds due to cancellation of spring events and/or extraordinary needs
2. Effective means of communicating with school families and support base during the crisis
3. Enrollment/Re-enrollment next school year



ADVANCEMENT IN SCHOOLS DURING COVID-10

1 Ensure the Well-Being of Your Team

2

3

4



Don't take for granted
the people on whom you
rely during the crisis!



MINDSET – THE PEOPLE ON WHOM YOU RELY

ADVANCEMENT TEAM

- › They need leadership, direction, and reassurance
- › Understand they are feeling anxious and confused
- › Empathize with their concerns

BOARD

- › May have instincts to act without knowledge of the philanthropic world
- › Will want periodic updates and check-ins
- › May have some newly found time on their hands to help

FACULTY AND STAFF

- › Also are feeling anxious
- › Operating in new form and model and experience challenges



ADVANCEMENT IN SCHOOLS DURING COVID-10

- 1 Ensure the Well-Being of Your Team**
- 2 Communicating with Families and Donors**
- 3**
- 4**



**Everyone has a unique
Covid-19 story and
experience!**



COMMUNICATING WITH SCHOOL FAMILIES AND DONORS

MEANS OF COMMUNICATION

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



Consider a more
personal approach!



CONNECT WITH EVERY FAMILY AND DONOR THROUGH...

- Head of School
- Principal(s), Advancement Director, CFO
- Board members
- Other school staff
- Faculty and/or Classroom Representatives



Listen, Share, and Discover!



COMMUNICATING WITH SCHOOL FAMILIES AND DONORS

PERSONAL, ONE-TO-ONE CONVERSATIONS WITH EVERY FAMILIES

- How are you? How have your lives changed?
- Is there anything more the school can do for you?
- Share how the school's mission had been adapted to the restrictions during the crisis
- Answer questions
- If asked, be prepared to offer ways they can help the school



Take notes from every
conversation!



COMMUNICATING WITH SCHOOL FAMILIES AND DONORS

WHY GO TO ALL THE TROUBLE?

- Its an opportunity to serve (minister to) the needs of your constituency
- It demonstrates their importance to you and school
- You may discover a hardship or challenges
- You may discover early indications of attrition in enrollment
- You may discover families interested and willing to step up



ADVANCEMENT IN SCHOOLS DURING COVID-10

- 1 Looking After the Well-Being of Your Team**
- 2 Communicating with Families and Donors**
- 3 Maintaining Enrollment Next Year**
- 4**



The real crisis for
schools will be next fall!



THE ENROLLMENT CRISIS AHEAD FOR SCHOOLS

ALL INDEPENDENT AND CHRISTIAN SCHOOLS FACE AN ENROLLMENT CHALLENGE

- Many current and prospective school families have experienced income and/or job loss
- Some families are considering withdrawing from or postponing private school
- Even a 10%-15% drop in enrollment would create financial crises in most schools
- It is critical that school leadership anticipate this crisis and take steps today to hedge against it



In September, what will
you wish you had done
back in April?



ENROLLMENT PLAN ACTION STEPS

- Anticipate a spike in need for tuition assistance next year
- Create a crisis tuition assistance fund – the purpose of which is to help families through this crisis
- Assess the need (through your communications plan)
- Create a late spring/summer plan for extraordinary fundraising
- Keep focused on tuition – avoid mission drift
- Work through normal 3rd party for scholarship awards



ADVANCEMENT IN SCHOOLS DURING COVID-10

- 1 Looking After the Well-Being of Your Team**
- 2 Communicating with Families and Donors**
- 3 Maintaining Enrollment Next Year**
- 4 Addressing Your Immediate Financial Needs**



**Most schools had to
cancel a major event!**



WHAT TO DO WHEN EVENTS ARE CANCELLED

- Nothing
- Reschedule it
- Virtual event

- Something different



Our Favorite!



Many schools have
extraordinary needs right
now!



FUNDING FOR EXTRAORDINARY NEEDS

EXTRAORDINARY NEEDS MIGHT INCLUDE...

- Technology for online learning
- Loss of tuition or event revenue during final months of year
- Tuition assistance/Scholarships for next year



**Remain Mission
Focused with Your
Message!**



ACTION STEPS FOR IMMEDIATE FUNDRAISING

- Assess the total financial need (e.g. \$250,000)
- Create a one-page outline that communicates the financial need
- Resist the urge to “spray and pray”
- Instead, build a Financial Model block chart



FINANCIAL MODEL

Gifts = 10

Goal = \$175,000

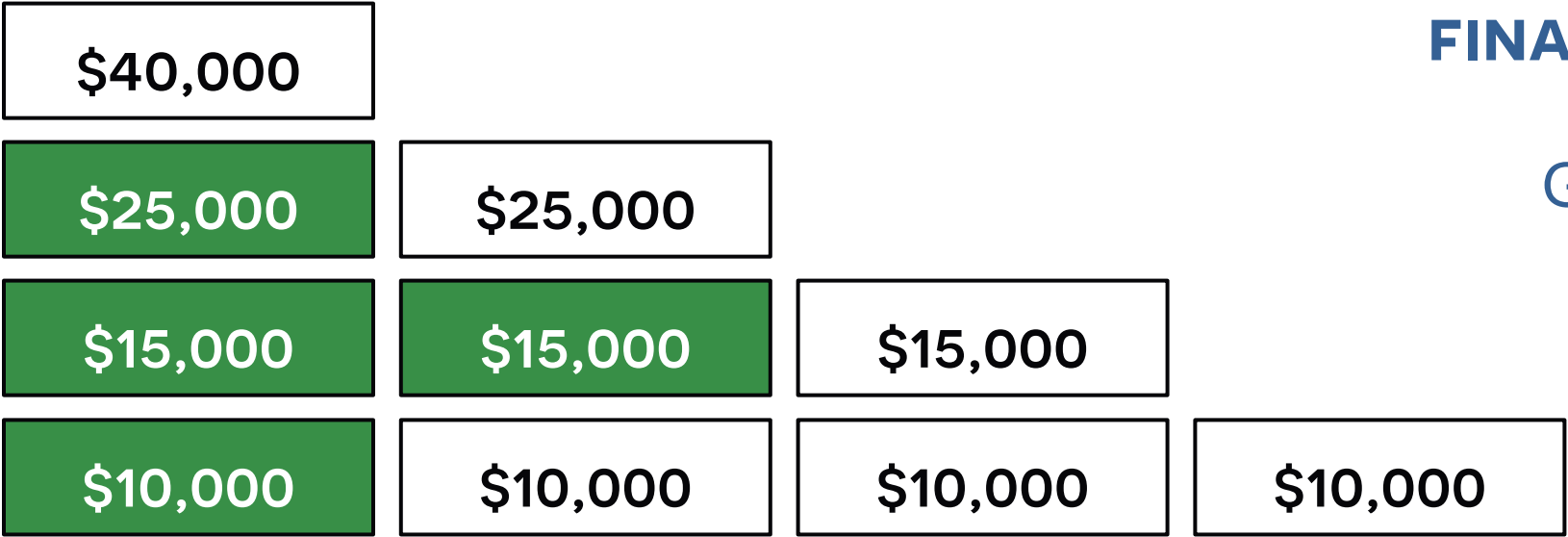
\$40,000			
\$25,000	\$25,000		
\$15,000	\$15,000	\$15,000	
\$10,000	\$10,000	\$10,000	\$10,000



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Goal = \$175,000



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- Start with your board (perhaps a board challenge)
- Continue with those who have volunteered to help

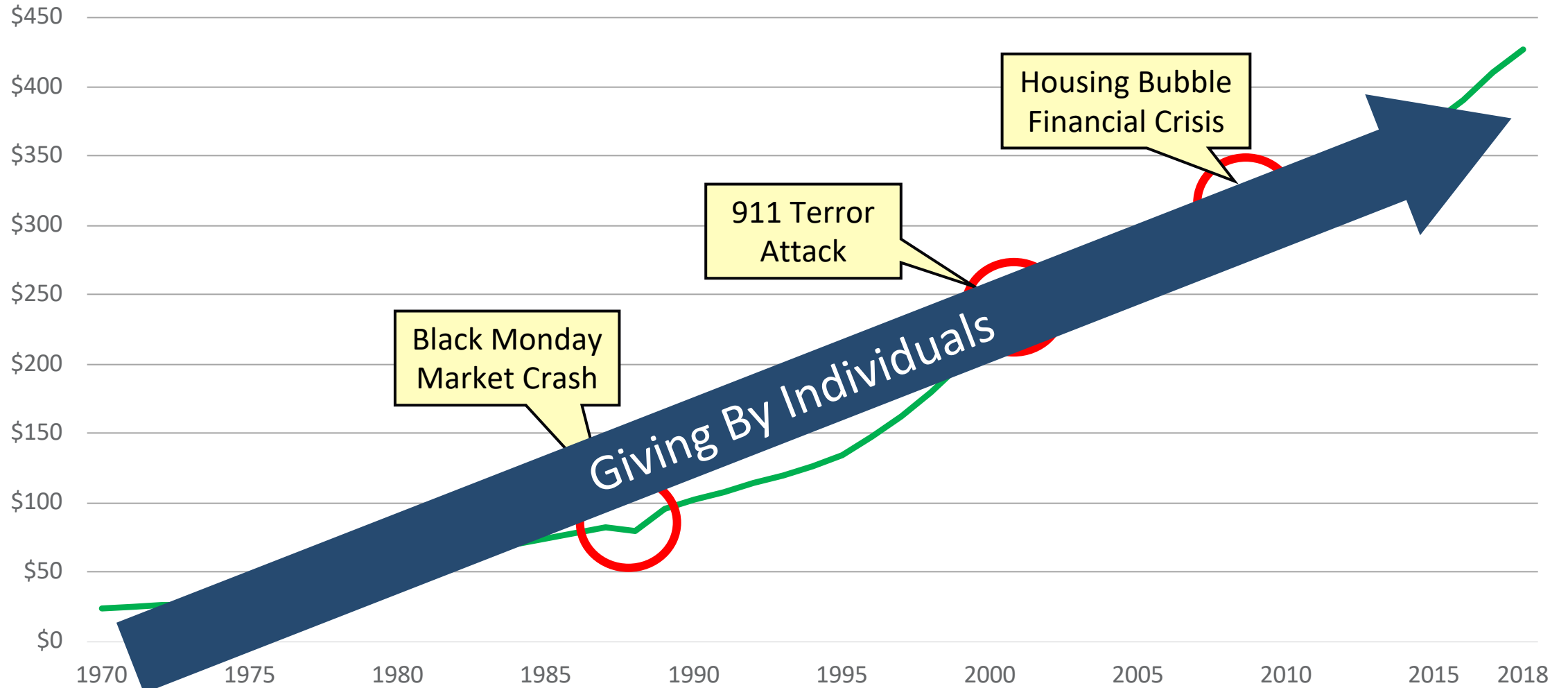


Remember:
People continue to give
during times of crisis!



MINDSET

USA Giving in Billions



THE BOTTOM LINE

- Be a ***trusted source and advisor*** to your school families and donors and bring value to the relationship as an ambassador of your mission
- We already know your ***donors will have an emotional urge to support your mission*** if they are aware of your needs
- The “half-full glass” mentality: ***this is an opportunity to gain confidence in your donors’ eyes***
- ***MAP is here to help!***





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DISCUSSION

