



**ARCHDIOCESE
of PHILADELPHIA
SCHOOLS**

AMERICA'S FIRST CATHOLIC SCHOOLS

ANNUAL FUNDS

October 2015

Nick Regina

- **Assessments**
- **Wrapping paper sales**
- **Pizza sales**
- **Candle sales**
- **Restaurant nights**
- **Fashion shows**
- **Monte Carlo nights**
- **Scrip**
- **Bake sales**
- **Family Fun Night**
- **Coupon night**
- **Golf Outing**
- **Park trips**
- **Recycling**
- **Auction**
- **Magazine Drive**
- **Candy Sales**
- **And more**

SALES BASED

- **Not focused on mission**
- **May build community**
- **Same audience**
- **Nickel and dime**
- **Doesn't maximize return and minimize cost**
- **Not repeatable or sustainable**
- **Growth by adding more and more**

Mission Driven

Renewable

Restricted/Unrestricted

Current Operations

DONORS

Graduates

Current Parents

Alumni Parents

Grandparents

Parishioners

Community

Organizations

Foundations

PREPARATION

Clean the Data

Set the Goal

Set the Budget

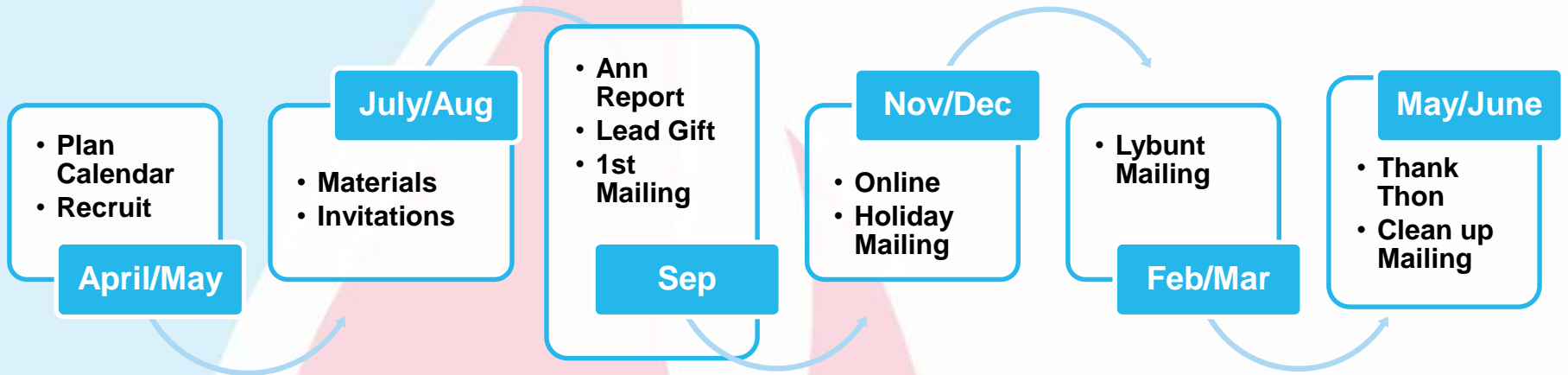
Develop the Pyramid

Set the Calendar

SAMPLE PYRAMID

Level	# Gifts	# Prospects	\$ Total	Cumulative
\$5,000	2	4	\$10,000	\$10,000
\$2,500	2	4	\$5,000	\$15,000
\$1,000	5	10	\$10,000	\$25,000
\$500	10	20	\$5,000	\$30,000
\$250	20	40	\$5,000	\$35,000
\$100	50	100	\$5,000	\$40,000
Other	Many	Many	\$10,000	\$50,000

SAMPLE CALENDAR



Early Communication

Focus on Community Education

Peer to Peer Really Works

SOLICITATION

Recruit Volunteers

Lead Gift Program

Phone

Direct Mail

Plug in

Special Events

Develop the Plan

Phone Calls

Letters

Email

Text Message

Always Personalized

Clear Case for Giving

Specific Ask Amount

Segment

Reply Device

MISSION BASED



MISSION BASED

