

HOW TO GROW YOUR CATHOLIC SCHOOL ENDOWMENT



STRATEGIES THAT WORK: Endowment vs Annual Campaign

Endowment

- Future (Visionary)
- Focus on Pyramid Tip
- Larger, stretch goal
- Face to Face
- Sequential Solicitation
- Planned Gifts
- Commitment to Give

Annual

- Current (Maintenance)
- Focus on Pyramid Base
- Moderate goal
- Direct Mail
- Solicit All at Once
- Cash Gifts
- Immediate Gifts

STRATEGIES THAT WORK: Making the Ask

- Face-to-face, Team of two
- Small group gathering
- Tributes (memorial or honorary)
- Special event
- Personal “Door Opener” letter with telephone follow-up
- Use prospect folder

Let's identify some prospects!

1. Name your most individual enthusiastic school supporter
2. Name a group that supports the school
3. Name a person that can give \$500 or more
4. Name a person that has given \$1000 or more to your school
5. List a local family with several generations that could join together to make a major family gift

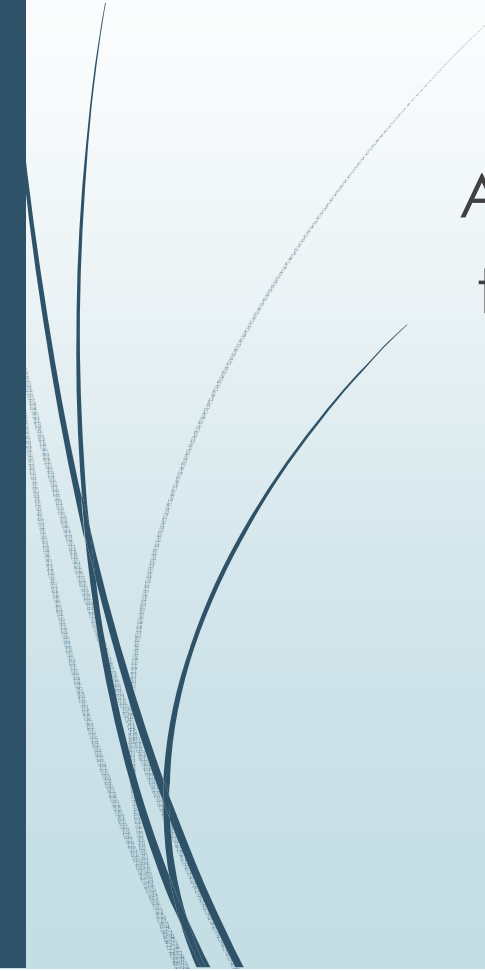
Let's identify some prospects!

6. Name a Catholic school supporter that is near a milestone birthday or anniversary
7. Name a current school donor who gives \$300 or more annually
8. Name a person who has mentioned legacy giving to you
9. Name regular, consistent givers to your parish Ash Wednesday collection
10. Name a retired Catholic school teacher or administrator



Next...

All schools are encouraged to continue growing their endowment fund!





Your Diocesan & Foundation Team

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