

Immaculate Conception School - Advancement Recommendations 8/24/11

Formation of an **ALUMNI COMMITTEE** to:

- Assist in cleaning up database
- Help to develop effective alumni solicitation letters
- Reunions and other alumni-centric events and efforts

Develop a **WISH LIST** (programmatic, capital, equipment and other needs)

Consider a **DEVELOPMENT TEAM**

- Resources and connections to community and individuals
- Industry or connections
- Grant writing assistance
- Media and Public Relations
- Bring programs and other resources to ICS

CATHOLIC ALUMNI PARTNERSHIP

- September solicitation letter – COMPLETE, planned mailing date is 9/6/11
- November solicitation letter (incl. \$100k matching grant opportunity)
 - Prime the pump w/ donor base
- May solicitation letter
(Consider a one page, two-sided newsletter to be included with November & May CAP solicitations)
- Cultivate past donors
 - Letter from pastor and/or principal prior to Nov CAP letter encouraging continued support
 - Cultivate to move most donors to the next level of giving
 - Holiday cards (made by students) to be sent to all donors

(The benefit of pledged donations was discussed, though it is not being pursued by CAP. Explore ICS' own ability.)

CATHOLIC SCHOOLS WEEK

- Dedication of classrooms to Sisters of St. Francis
- Alumni Career Day
- Grandparents Day (consider following with a gentle appeal to grandparents)

NEWSLETTER

- "Second Century" edition
- Include w/ CAP solicitation in November and/or May? (at school's expense to print)
- Post online edition

ITALIAN LANGUAGE PROGRAM

- Appeal program to individuals and foundations (bulk of research complete)
- WICC to be asked for advice and a mutually beneficial "partnership"
- Other resources
- Outreach to Sons of Italy

GARDEN PROJECT

- Captain Planet grant deadline is September (\$500-2000 grants)
- Judi to collaborate w/ Christina Petinella and Joanne Basile

CORPORATE GIVING

- Judi to create a parent survey to determine employers and potential connections
- Giving: financial, in-kind, employee volunteerism
- Company/corporation research – the bulk has been completed
- Mission match and vetting to determine if prospects are an good or appropriate fit for ICS

MARKETING FOR 2012-2013 (TBD)

CAPITAL NEEDS

- Gymnasium
- School repairs (interior and pressing exterior including safety issues outlined in YESS grant)