



**Redmond, Oregon**  
**Elisa Carlson, Head Administrator**

## ***Building a Legacy...One Student at a Time***

### **Project Results**

- ❖ A comprehensive Annual Financial Development Plan (AFDP) was designed for Central Christian School.
- ❖ The AFDP expanded and forged new solicitation strategies for the school including: personal, event, mail, and telephone solicitation; Alumni and Friends Committee; grants; Business Partners; Ministry Partners; Student Sponsorship; and endowment.
- ❖ Central Christian purchased a donor database program that allows for comprehensive relationship tracking and integrates with its current student management software.
- ❖ The school board, administration, and development director were trained by The Timothy Group in personal solicitation and writing Leadership Proposals.

### **What We Have Learned**

- ❖ Proactively plan for additional staffing due to increased demands on development personnel.
- ❖ Include strategies and resources in the AFDP for cultivating relationships with constituents.
- ❖ Continue to share Central Christian School's story, identify the school's needs, and be prepared to make a personal ask.
- ❖ Building relationships with people that believe in the mission of Central Christian is a blessing, not only to the school but to the donor as well.



### **Project Summary**

- ❖ Central Christian School began in 1992 to meet the need for a Christian high school in Central Oregon. Since its inception, Central Christian has grown from 30 students to 250 and expanded its program to serve pre-kindergarten to high school. The school currently functions in leased spaces in a business complex with students traveling off campus for many extracurricular activities. Central Christian School moved into its facility with 100 students. Now with a student body of over 200, acquiring a larger facility is imperative to move the vision forward.
- ❖ In order to conduct a successful capital campaign, it was determined that Central Christian School needed to move from event-based fundraising to a culture of philanthropy.

