Redmond, Oregon
Elisa Carlson, Head Administrator

Building a Legacy...One Student at a Time

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.

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.