



# Mount Vernon Christian School

## Mount Vernon, Washington

Patrick De Jong, School Administrator

### Project Summary

The project had a threefold purpose:

- To implement an **Annual Legacy Campaign**.
- Begin a process and mechanism for **reconnection** and ongoing communication with parents of former students and graduates
- In cooperation with the Board of Directors, re-organize the Administrative Structure of MVCS by changing our **governance** model. This will enable our community to become stronger through greater participation. Our desire is to increase our commitment to our educational mission and vision.

#### Location:

Mount Vernon Christian School is located on 30 acres in south Mount Vernon, WA in the beautiful rural setting of the Skagit Valley, 50 miles north of Seattle. Mount Vernon has a population of approximately 31,000 residents.

We have 310 students in grades P - 12

### Project Results

#### Annual Legacy Campaign:

In conjunction with our Board, Finance Committee and Development Committee, the Legacy goal was set at \$170,000.00. This amount is in addition to our fundraising already in place.

Activities:

1. Held a Legacy Campaign Kickoff meeting announcing the plan.
2. An online giving program began.
3. Conducted two mailing campaigns targeted to 2,500 donors.
4. Produced and distributed a CD explaining the need and presenting the challenge.
5. Made personal calls and visits with large donors.

As of June 1, 2010 the campaign has gathered just over **\$128,700.00** in cash or pledged monies.

#### Reconnection:

In this section of the project one major event for alumni was sponsored and three dinner events were held for parents of former students.

- These have been incredibly beneficial from a PR standpoint. Alumni and Parents have responded positively and seemed to have appreciated the interaction.
- At these meetings the focus remained on Mission and Vision only, there was no solicitation.

#### Reorganization:

The Board is moving forward with a new governance model and administrative structure. We have established and hired for the position of Superintendent / Director of Mission Advancement.



### What We Have Learned

#### Successes:

1. This is believed to be the largest amount of money ever raised in an annual giving campaign.
2. We have raised the level of confidence and expectation in being able to conduct an annual campaign.
3. There was some very significant headway made in reconnecting with former parents and graduates.

#### Things we learned:

1. Development work really is about relationships!
2. It is important to have an organized and usable data base of information.
3. Development, management and involvement of a good team is important to any success.
4. The message you send out needs to be consistent and timely.

#### Challenges:

1. TIME
2. Lack of a solid data base of retrievable information.
3. Lack of an onsite person to consistently help with ideas and clerical matters was difficult at times.

