TOPIC: ADVANCEMENT
Advancing the school through financial development and enrollment growth

IMPORTANCE:
To effectively accomplish our mission, we must have a solid financial base

GOALS:
Financial: Raise $185,000
Enrollment: Increase per classroom enrollment by 15% each year

ACTIONS:
Raise funds through Georgia state income tax program, end-of-year mailing solicitation, and church solicitations
Increase enrollment through open house events, spring marketing campaign, school website, school Facebook page, direct mailing to families with children in local public elementary schools

SAINT SIMONS CHRISTIAN SCHOOL
- Saint Simons Island, Georgia
- 17 years old
- 4 years as an independent school
- 84 students
- www.sschristianschool.com

FINANCIAL
$118,886 raised (as of 6/15/2011)
- GA Tax Credit: $105,736
- End-of-year mailing: $12,100
- Church solicitations: $1,000

ENROLLMENT
2009-10
- 7.3 students per classroom
2010-11
- 9.3 students per classroom
  - 31.5% increase
2011-12 (as of 6/15/2011)
- 8.4 students per classroom
  - 9.7% decrease

PROJECT SUMMARY

SUCCEEDS
- Tax credit program: Over $105,000 raised
- Better than expected giving through the end-of-year mail solicitation
- Better understanding of how advancement unifies marketing, financial development, and alumni relations

WHAT WE LEARNED
- Tax credit program was a more difficult sell than we initially anticipated
- We need a comprehensive and formal advancement plan
- Additional elements of advancement need to be added:
  - Pursue major donors
  - Pursue bequests
  - Reconnect with alumni and alumni parents
- We need a more active advancement task force

CHALLENGES
- Area churches are struggling financially due to the current economy
- Unexpected staffing changes during the school year
- Headmaster’s many roles affect his involvement in advancement