



# Blessed Trinity Catholic School

Richfield, MN

Sue Kerr, Principal

## Project Summary

Blessed Trinity Catholic School serves a beautifully diverse community of learners in a first-ring suburb of Minneapolis. We are a consolidation of three parish schools and serve 360 students in preschool through eighth grade.

The focus of this project was to develop a three-part advancement plan to include a scholarship fund drive, building relationships with large donors, and marketing to retain and recruit students.

This advancement plan is necessary as we move forward in a time when area Catholic schools are seeing enrollment decreasing and financial stress on parents and parishioners increasing.



## Project Results

- The scholarship fund drive was named “Difference Makers” and was kicked off at our Grand Gala in December. \$40,000 was raised.
- Our three priests and parish administrators were asked to recommend potential donors who are known to be supporters of Catholic education. We invited them to a legacy luncheon which included a tour of the school and was intended to begin building relationships and sharing our stories.
- Our development director invited school parents with marketing or PR experience to be part of a committee for improving and updating recruitment efforts. We followed up on their recommendations to do a direct mailing to a targeted audience, purchase new banners to appeal to commuters, revamp our open houses, and build word-of-mouth with regular press releases.



## What We Have Learned

- ❖ Using the alumni newsletter and our gala fundraising event, we reached out to many “Difference Makers” able to make a one time gift of \$1000.
- ❖ Building relationships with potential large donors takes time; we will continue to cultivate our current relationships and build new ones.
- ❖ Capitalizing on a feature in the annual Archdiocesan appeal video, we followed with many different forms of advertising including print and television spots, regular press releases, and direct mailing.
- ❖ Partnering with local businesses has helped us get our name in the community and build word-of-mouth.