

Growing School Development and Enrollment

Bill Glotzbach, Head of School

Kansas City Christian School, Prairie Village, Kansas

Consultant: Leadership and Development Coaching; Sarah Guldalian/Zach Clark



What did I do?

Kansas City Christian School is facing two primary challenges; financial sustainability and net zero enrollment growth. My project is 1) to be trained in development work in order to grow our financial sustainability and 2) to grow enrollment through strategic changes in admissions. In order to successfully accomplish the project objectives I engaged Zach Clark of Leadership and Development Coaching as a consultant. The consulting agreement is for a year and involves weekly coaching by phone, training through weekly video presentations prepared by Zach, and work assignments to be completed between the weekly coaching calls.

What did I learn?

What I have learned so far is that the most effective way to approach development work is by engaging donors in a relationship of respect and partnership in ministry that is empowered by confidence that God has already ordained donors to give for his work. I have also learned that there is a systematic approach of connecting with donors and prospective donors that facilitates the partnership and grows the relationship. If done consistently and thoughtfully, these processes will cultivate committed, joyful donors. In addition, some of the basic philosophies and tactics apply to working with prospective parents.

What difference did it make?

There are several important impacts from this project to date. First, I have become actively engaged in development work, relieving the board member who has been taking the lead. Second, \$150,000 has been raised since January for the support of scholarships. Third, a donor base has been energized both support the operating needs of the school and also prepare for a building renovation. Fourth, using a similar philosophy and methodology with prospective parents increased the number of site visits and new registrations.