

Accelerating Your Annual Fund Participation

Peer-to-Peer Campaign Strategy



Mandy Brindle
Christian Heritage School



Lily Shaw
Boost My School

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Poll Time!

Has Your School Done a Peer-to-Peer Campaign Before?



About
Christian Heritage School

Enrollment
640 Students

Development Team
2 People

Grades
K-12



Boost My School

Making it easier for our 300+ K-12 Schools to
Raise More \$\$\$ +  Participation



Giving



Events



Auctions

**Live Leaderboards
& Challenges**

**Modern pages +
payment methods =
Increasing gift
conversion by 25%**

**Integrated
Text & Email**

About Boost and CHS

Giving

Annual Giving
Peer-to-Peer

Events

Admissions Events
Parent Events
Alumni Weekends



Part One

Where You are Currently

Challenge:

Needs vs. Resources

- Growing needs/goals
- Small team sizes
- New/limited culture of philanthropy



You're Not Alone:

2025 SAIS Pulse Advancement Survey

1

establishing & maintaining a culture of philanthropy - 52.5%

2

economic uncertainty - 47.5%

3

donor fatigue - 41.0%

4

balancing daily demands with strategy - 36.1%

5

board and leadership engagement - 36.1%

Poll Time!

What's Your Biggest Challenge in Growing Your Annual Fund Participation?

- Small Team/Limited Time
- New/No Culture of Philanthropy
- Economic uncertainty



Part Two

How Can Students Motivate Your Community?

Where to Start: Students and Parents

- Help your community answer these questions:
 - Why should I help?
 - What's the goal?
 - How can I help?
 - What's my impact?

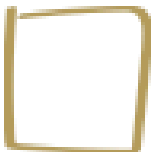
join my team for

MANE
FUND
week

Mane FUNd Week is a time to come together and make a lasting impact on my school community. This year, we have a special goal: if each student inspires three people to donate **\$20.25** during the week of April 14-18, we will raise enough funds to provide campus security enhancements, specifically a best-in-class security training for our faculty members and new security radios for our classrooms. *Every Lion makes a difference!*



Support Materials: Make Your Plan



Step 2: Make Your Plan. *Pray about WHO you will invite to donate to CHS during Mane FUNd Week \$20.25. Plan when and how you will ask them to participate. Once they make a gift, how will you thank them? Fill out the chart below to help you visualize how you will reach your goals.*

Who will you invite to donate?	When and how will you ask them?	How will you thank them after they donate?

Support Materials: Mad Libs Thank You

Dear _____,
(Write the name of your awesome donor)

WOW! Thank you for being a part of Mane FUNd Week 2025! I was so excited when you donated \$20.25 (or more!) to help me win fun prizes and become a _____ fundraising superstar!
(Write an adjective, like: awesome, brave, creative)

This week, I learned that I can make a _____ difference by being _____,
(Size adjective) (Character trait adjective, like: creative, persistent, thorough)
_____, and a little bit _____ too!
(Work style adjective - like focused or patient) (Silly or funny adjective)

My goal was to inspire 3 (or more!) amazing adults like you to give – **and YOU did it!**

Because of your generosity, Christian Heritage School can provide a NEW security radio for each classroom, as well as implement a best-in-class security training for all faculty and staff. 🦁🔒 **THANK YOU!**

You've helped me believe that even a _____ grader can help change the w🌍orld and I'll never forget how good it felt to make a difference!
(Your grade level, like: 1st, 3rd, 8th)

Each Student Has a Goal

- Should you have a dollar or participation goal?
- How can you choose your goal?



Stafford's Mane FUNd Week 2025 Page

Every Lion Makes A Difference!

4300%

129

of 3 supporter goal

Live Engagement

- How can you make your engagement live?
 - Online Leaderboards
 - In Person/Lunchtime Hype
 - Waving Signs at Car Line

Click → Campaign Page

Participation percentage

Name Participation ↓

<u>Lower</u>	783 of 783 have supported 100%
<u>Middle</u>	164 of 405 have supported 40%
<u>High</u>	93 of 642 have supported 14%

Advocate leaderboard

Name # Donors ↓

Stafford Harrison	129
Sofia or Sofie Garofalo	125
Kambree Fox	97
Millie Baker	39

The Right Engagement for Your School and Budget

Your Community:

Students, Parents, Alumni, Faculty

- **What Type of Engagement?**
 - **Friendly Competition**
 - **School Spirit**
 - **Prizes/Swag**
 - **Personal Outreach**

I did the math

fun
we can't afford the ~~dog~~

Inspiration From CHS

PRIZES

FREE DRESS-DOWN DAY

For every **THREE** people a **student** inspires to give, a dress-down day is earned. Up to **FIVE** total dress-down days can be earned! 

DIRECTOR FOR THE DAY EXPERIENCE

For the **student** who inspires the most people to donate in both Lower School  and Middle School  .

TOP LEVEL PARKING SPOT

For the **student** who inspires the most people to donate in the High School. 

COOKIE CAKE PARTY + EXTRA OUTSIDE TIME

For the **grade** with the highest % towards their donor goal in both Lower School and Middle School. 

GIFT CARDS

For the **grade** with the highest % towards their donor goal in the High School. 

MANE FUND WEEK TROPHY

The **division** with the highest % of their goal reached will earn this year's Mane FUNd Week trophy! 

Dress Down Day



Director for a Day



Part Three

Results + What To Do With Them

Results

1 Year Growth
67 -> 1032 Donors

% Increase
1,440%



Foundation for Capital Campaign



Momentum of

ONE

THE CAMPAIGN FOR OUR FUTURE

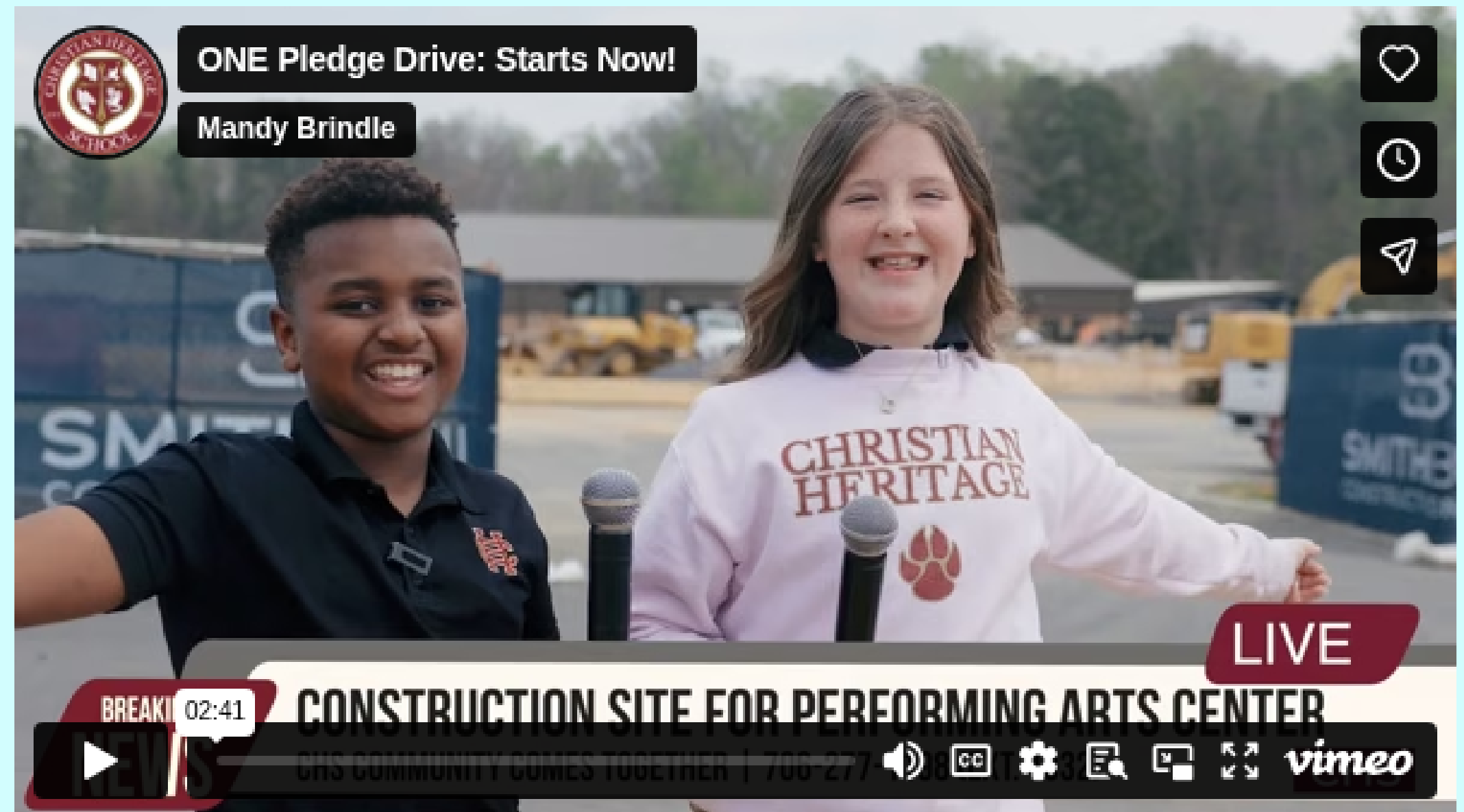
How It's Making This Year's Fundraising Easier

- Existing donor pool is so much bigger
- Donors are increasing their pledge amounts



Changes for This Year (This Week!): Prep Work

- Segmented Mailers
- Students starring in cute videos
- Challenge gift



[Click → Live Page Here!](#)

Changes for This Year (This Week!): Comms

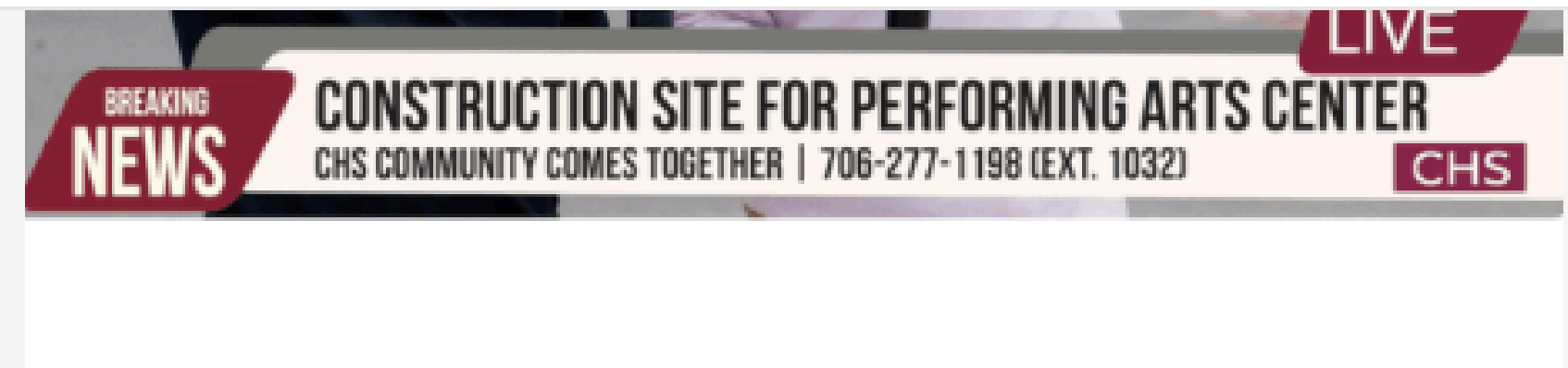
- **Boost Marketing:**
 - **Emailing**
 - **Smart Suppression**
 - **Dynamic Content**
 - **Live Data Tracking**

Monday's Email: A few hours after sending

\$1,266.44	3	49%	5.6%
Total Raised	Donors	Open Rate	Click Rate

Subject

ONE Pledge Drive Starts NOW!



Good morning, and welcome to the opening day of the **ONE Pledge Drive**!

Our Co-Anchors, Drew and Sully, are kicking things off with three key things you need to know. [Click here](#) to watch their video.

The **ONE Pledge Drive** is designed to bring our community closer to the \$53 million fundraising goal of the *Momentum of One* comprehensive campaign. To reach this goal, we believe it will take 640 pledges—one for each student at CHS at our current enrollment. In other words, it will take ALL of us giving what we can and working together to position CHS to sustainably serve our community well into the future.

Closing Poll

**What's Your One/
Biggest Takeaway from
This Session?**

