

# Development Efforts During COVID and Keeping Philanthropy Alive & Thriving at Your School

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Presented by:

Tami Vinson, MNM, CFRE  
William V. Webb, Head of School at  
Fountain Valley School of Colorado



**Tami Vinson**

Director of Development  
Mackintosh Academy Littleton



**William V. Webb**

Head of School  
Fountain Valley School of Colorado



# Agenda for our Time Together

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11:30 - 11:55 a.m. Presentation

11:55 - 12:10 p.m. Breakout Sessions

12:10- 12:30 p.m. Presentation

12:30- 12:45 p.m. Q & A and Debrief



# The Here and Now

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- Recognize that these are **uncertain times for all** of us
  - Tell your story **honestly and transparently** while celebrating your strongest points: your people, in-person learning, engaged students, committed faculty.
  - Your story is **not just about COVID**

# The Here and Now

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- You **cannot afford to put development efforts on the back burner** and wait it out.
  - ACIS schools are seizing this opportunity and that story needs to be told and celebrated, and deserves to be supported
  - Don't let fear keep you from fulfilling your mission and funding the needs of your school
  - Clarity and transparency of messaging is critical (share more than you might usually)

# The Here and Now

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- Stay the course while **making adjustments to your fundraising strategy** and efforts as needed
  - Keep your messaging front and center while maintaining a level of understanding of the landscape
  - Participation matters
    - Focus on making a gift first and foremost, then on the level/amount of gift



# The Here and Now

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- You must **keep fundraising!**
  - Historical context- institutions have weathered storms in the past.
  - As with most things in life, it's not what you say, **but how you do it that matters.** Honesty & Transparency in today's environment is paramount to ensure trust is maintained and strengthened within your constituents.

# Share Your Fears/Challenges

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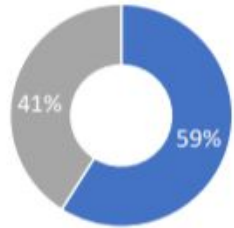
Please **share some of your fears/challenges** or any that you've heard from others in the **Chat Box**. We will be using these for our breakout session in a bit.

- “We can’t possibly ask people for money in a time like now.”
- “We don’t want to be tone deaf.”
- “People don’t want to hear from us.”
- “We can’t reach our goal.”
- “We can’t share our deficit.”



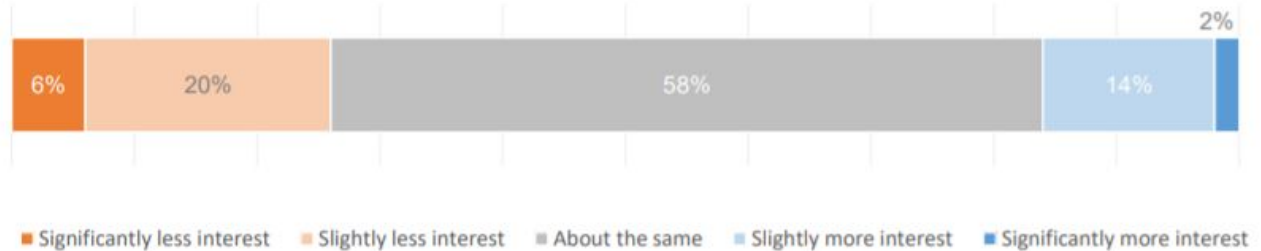
# NAIS SNAPSHOT

Percentage  
implementing  
new fundraising  
events

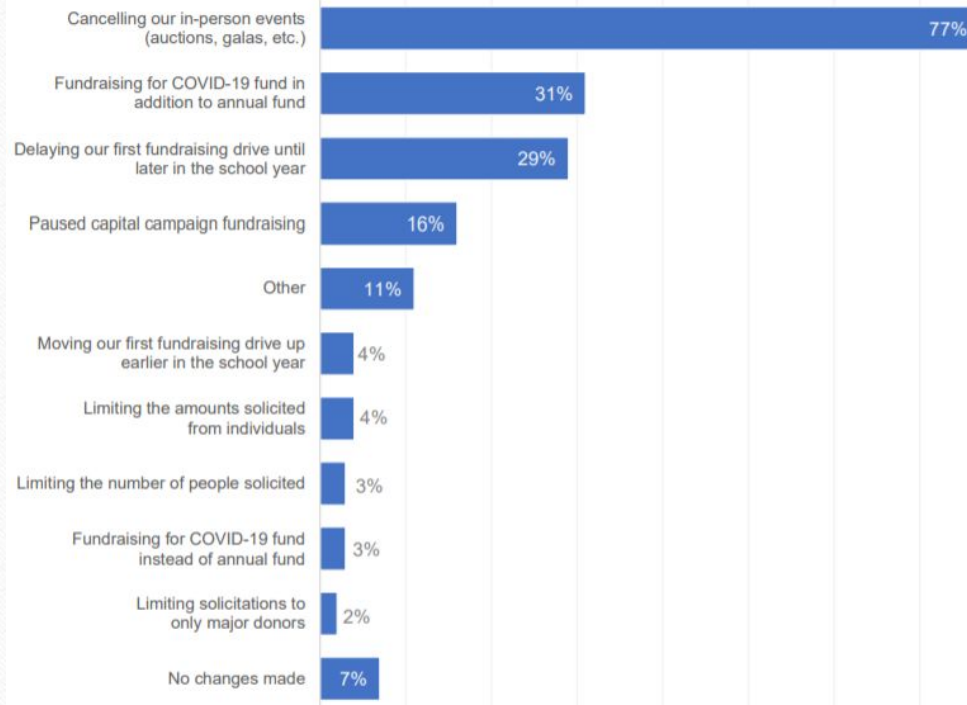


■ Yes ■ No

How would you rate the level of interest/engagement seen so far in your fundraising events compared to last year?



How has your typical fundraising process changed, if at all? Please select all that apply.



## How has your fundraising outreach changed, if at all, to be more considerate of the challenges facing potential donors due to COVID-19?

The majority of responses could be grouped into three key themes:

Theme	Examples
Shift in language	Changing language to consider tone amid pandemic
	Asking for meaningful donation instead of specific amount or range
Shift in outreach	Connecting more often on an individual basis with donors of all levels
	Adding “fun” virtual events
Shift in focus	Focusing on a COVID-19 relief fund for families experiencing financial peril
	Noting increased costs of added health measures



# Back to the Basics

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- Building and Maintaining Relationships
- Stewardship is Key
- Telling Your Story and Being Transparent
- Be Clear About Your Needs (and immediate needs)
- How? Leverage visual platforms
- Visit this link for the full video appeal/message  
<https://www.fvs.edu/fall-2020-update-from-will-webb>

# Back to the Basics

- Remind Your Donors Why Your Mission is Worthy of their Investment
- Reinforce Your Case for Giving
- Revisit your Case for Giving in light of the times



## **FVS RISING:**

### **A Critical Year for the FVS Annual Fund**

The FVS Annual Fund makes up the difference between revenue from tuition and the actual cost of our educational programs and school operations. The Annual Fund is the only source of flexible and readily available funding for the School and provides the critical ability to respond to the uncertainties that we face this year. Annual Fund dollars benefit every aspect of the School including tuition assistance and scholarship funding, programming in support of diversity, equity, and inclusion, faculty professional development, academic, athletic, and art programs, and new technology, to name just a few.

**Our Annual Fund goal is \$1.488 million and with the unique challenges we will face this year, we hope that you will consider prioritizing the Annual Fund first in your giving to FVS as this will immediately support our areas of greatest need. And while the financial goal is important, participation is one of the strongest indicators of our community's support of the school and thus just as meaningful.**

#### **Annual Fund Campaign**

*July 1, 2020 through June 30, 2021*

#### **National Giving Tuesday & FVS Parents' Giving Day**

*December 1, 2020*

#### **Colorado Gives Day**

*December 8, 2020*

#### **FVS Gives Day**

*May 2021 (exact date tbd)*

**Make a Gift to the Annual Fund**





## » This is our call for help

*YOU are among a small group of our most trusted allies and closest confidants. What follows is a candid, inside look at the significant financial challenges we face as a result of the ongoing global pandemic. The need is immediate and substantial, but with your help we will ensure that Fountain Valley School remains resilient and that the financial foundation upon which this great school rests remains intact for generations to come.*



\$3,563,000

to

\$4,441,250

- \$1,414,500 – \$1,766,250 » Unfulfilled enrollment
- \$448,500 – \$975,000 » Refunds to boarding students attending virtually
- \$125,000 » Unbudgeted financial aid
- \$350,000 » COVID-19 specific expenses
- \$100,000 » Unanticipated emergency infrastructure repairs
- \$225,000 » Lost income from summer programs
- \$450,000 » Cost to reinstate seven eliminated/unfilled positions
- \$450,000 » Cost to reinstate suspended employee retirement benefits

## » A \$4-million shortfall

We have carefully-planned contingencies, and we have cut expenses, but this is an unprecedented, perfect storm. Decreased enrollment and diminished tuition from boarding students attending virtually are the primary drivers, but we've also lost revenue from summer programs and incurred unplanned expenses such as creating a COVID ward in the old gym. And to retain our current students and honor our commitment to them, we've had to expand financial aid so that our families can weather this storm, too.



# Breakout Session

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- Each group will select some or all of the “fears/challenges” to discuss and **come up with possible solutions** to overcome those fears/challenges. This is your time to share with one another.
- Come back together after **15 minutes**.
- Each group nominates a **scribe** and **spokesperson** to share with the larger group at the end of the presentation.



# Opportunity is Out There

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- People need to know what the needs are and how to do it
- Examples
- Reminder: We are all open for Philanthropic business!
- It is our responsibility to make the case to be worthy recipients of their philanthropy

# There are Success Stories in All ACIS Schools

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- In-Person learning is a tremendous success in and of itself at this moment in time-- celebrate it!
- ACIS schools are really shining during these times!
- We all have stories to tell and how you tell them matters.
- Have pride in all that your school and in particular all your teachers have done to transition to this new way of educating.

# Partnership is Key:

## Head of School and Development Director

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- **Heads of School**
  - Leverage your position/title where and as able
  - Do what your team asks of you
- **Development Directors**
  - Support and utilize your Head of School
  - Maximize their time and yours (Hour of Power)
  - Master managing up
  - Communicate with your team



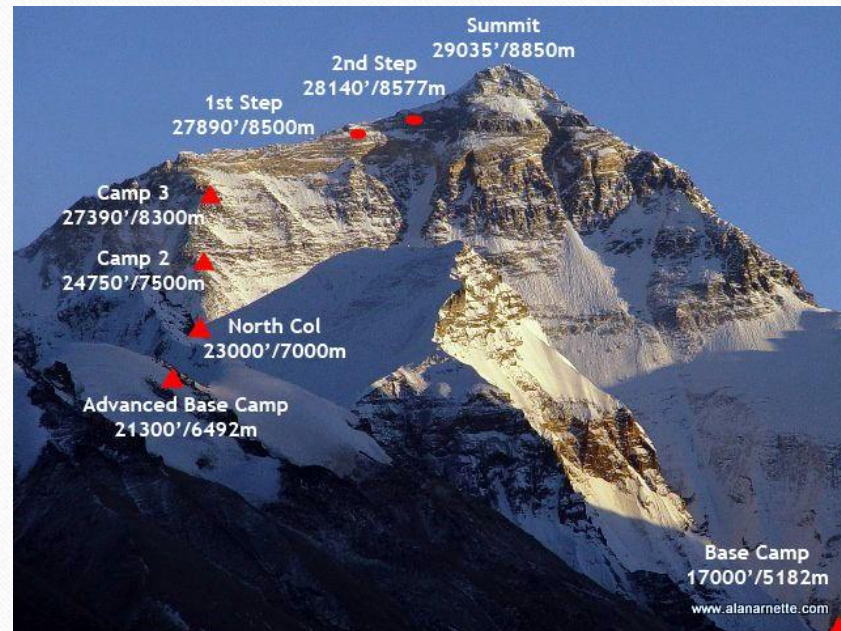
# Wrap Up & Takeaways

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- Don't freeze
- Keep Fundraising
- Maintain Relationships
- Communicate
- Tell Your Story
- Be Honest & Transparent

**We're ALL in this TOGETHER!**

# We Can Do This!



# Questions?

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