

Think Big: Strategies to expand school fundraising through major gifts, capital campaigns, and planned giving

WHEN: Friday, February 10, 2023 from 8:45-3:00 p.m. MDT

WHERE: International School Denver

See the agenda for the full day's plans

Session Description: Annual funds are the bedrock of school fundraising. For schools looking to sustain their annual fund while enhancing their culture of philanthropy, major gifts, capital campaigns, and planned giving are essential components of engaging donors, creating a thriving philanthropic climate, and providing the school with financial resources to support the school's vision and strategic plan. When these vehicles are considered together, schools can thoughtfully engage and steward donors to fuel their evolving priorities. In this session, experienced fundraising professionals Polly Breit and Kim Castelo-Dima of CCS Fundraising will explore how to think about Annual Funds, major gifts, planned giving, and campaigns as essential pillars of your school's culture of philanthropy.

Takeaways:

- Explore the intersections of Annual Funds, capital campaigns, and major gifts and how to think holistically about school fundraising
- Effective donor stewardship strategies to engage your supporters and build your culture of philanthropy



Polly Breit is a Senior Vice President with CCS Fundraising. In this capacity, she has successfully partnered with nonprofit clients in a variety of sectors across Colorado. Polly believes in the transformative power of philanthropy and has worked with organizations to help them reach the most ambitious fundraising goals in the history of their organizations. Polly has effectively conducted feasibility and planning studies, developed major gifts programs, led teams through change, built systems, and led her clients in the planning and execution of major capital and comprehensive campaigns. She formerly chaired the development committee and sat on KIPP Colorado's Board of Directors and is currently on the Board of Trustees at Denver Academy, chairing the governance committee.



Kim Castelo-Dima is an Assistant Vice President with CCS Fundraising. As a fundraising professional for over a decade, Kim has worked across a spectrum of fundraising activities from developing donor strategy for major gifts and capital campaigns to managing large-scale government grants. Kim first joined CCS in 2017 after serving in various roles in fundraising and grants management for arts, cultural, and science museums. In her time with CCS, she has supported independent schools, universities, and human service organizations to plan and implement comprehensive, capital, and endowment campaigns.



Mark Twarogowski is the Head of School at Denver Academy. Mark has held almost every faculty position in his 35+ years, now serving as the head of school for the past decade. He has taught all age levels, coached many sports, and mentored dozens of teachers. Prior to his headship, Mark most recently served as Denver Academy's Director of Education, overseeing curriculum policies and all professional development for faculty. In his capacity as head, Mark has grown the school's culture of philanthropy, leading the school's ambitious *Building on Excellence* campaign, which has raised \$23.8M in funds to support construction and renovation projects to prepare the campus for the next 50 years.

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