



## **Accelerating your Annual Fund Participation: Peer-to-Peer Campaign Strategy**

Who: Heads of School, Development Officers

Presenter: Mandy Brindle, Director of Development at Christian Heritage School and Lily Shaw, Events Manager at Boost My School

When: Tuesday, April 21st from 9:00 a.m. to 10:00 a.m.

Where: Virtual on Zoom

### **Description:**

Most K-12 schools face the same Annual Fund challenge: how can you quickly expand your donor pool to hit every-increasing funding needs? Building the *right* peer-to-peer campaign is the key to rapidly expand both your reach and donor pool. Using this strategy, your peers at Christian Heritage School grew their donor pool from 67 to 1032 donors in one year (1,440% increase!). Now let's talk about how you can apply this strategy to your own community.

Join our session to learn, step-by-step, how to brainstorm and create a peer-to-peer campaign that will engage your alumni, parents, faculty, and student body. We will dive into how Christian Heritage School's student peer-to-peer campaign leveraged fun rewards and live engagement to create unprecedented momentum. You'll walk away with a concrete action plan for creating the *right* peer-to-peer campaign to quickly expand your donor pool and exceed your goals.

### **Bios:**

Mandy Brindle, Director of Development at Christian Heritage School

- Mandy Brindle serves as the Director of Development at Christian Heritage School in Dalton, Georgia, a position she has held since 2024. She brings more than a decade of advancement experience, having served in a wide range of development roles across organizations from Ivy League institutions to emerging 501(c)(3) nonprofits. Mandy is passionate about the fundraising process and remains a dedicated student of building a strong, sustainable culture of philanthropy. She is particularly focused on the strategic importance of annual giving as the foundation for long-term donor engagement and major gift growth.

Lily Shaw, Events and Partnerships Marketing Manager at Boost My School

- Lily Shaw is the Events Marketing Manager at Boost My School. With a background in K-12 educational non-profit work, Lily has served students and families in Western North Carolina through her roles at GEAR UP, Young Eisner Scholars, and Head Start. Since

transitioning to a career in fundraising, Lily's focus continues to be on helping students, families, and schools thrive.

- **Free for those schools who purchased a speaker series subscription.**
- **\$50 per attendee for those schools who have chosen "A la Carte".**