



UD—ISPD ON-LINE COURSE DESCRIPTIONS: FALL 2020

40 LESSONS LEARNED IN 31+ YEARS IN CATHOLIC SCHOOL DEVELOPMENT/ADVANCEMENT

This on-line course will cover the following:

- ***Class # 1: Thursday, October 8, 2020 – 10 AM CENTRAL TIME***
 - Lesson One: Promote the Involvement of People as the Common Denominator of Your Catholic School Development Efforts.
 - Lesson Two: Remember That Everything Begins with Your Mission, Vision and Core Values.
 - Lesson Three: The Life and Vitality of Your Catholic School Continues with Leadership.
 - Lesson Four: Build Community through Communication.
 - Lesson Five: Move from Fund-Raising to True Catholic Development.
- ***Class # 2: Tuesday, October 20, 2020 – 10 AM CENTRAL TIME***
 - Lesson Six: Believe in and Promote the Value of a “Customer Service” Culture in Your Catholic School.
 - Lesson Seven: Build Relationships with Your School Families.
 - Lesson Eight: Promote the Value of Faculty/Staff and Board Involvement in Development.
 - Lesson Nine: Emphasize the Value of the Development Core Team.
 - Lesson Ten: Seek Input from Your Constituents on a Consistent Basis.
- ***Class # 3: Thursday, October 28, 2020 – 10 AM CENTRAL TIME***
 - Lesson Eleven: Assess Your Development Efforts.
 - Lesson Twelve: Create the Long-Range Strategic Plan for Your School.
 - Lesson Thirteen: Set Up Your Development/Advancement Director to Succeed.
 - Lesson Fourteen: Create a Master Plan for Your Fund-Raising Events.
 - Lesson Fifteen: Promote the Belief That Enrollment Management Is Everyone’s Responsibility.
- ***Class # 4: Thursday, November 5, 2020—10 AM CENTRAL TIME***
 - Lesson Sixteen: Understand the Value of Your WOW.
 - Lesson Seventeen: Emphasize the Importance of the Annual Fund.
 - Lesson Eighteen: Emphasize Win-Win with Your Alum Base.
 - Lesson Nineteen: Stress the Value and Use of Social Media.
 - Lesson Twenty: Create a Culture of Giving.
- ***Class # 5: Thursday, November 12, 2020 – 10 AM CENTRAL TIME***
 - Lesson Twenty-One: Create the Written Strategic Plan for Development.
 - Lesson Twenty-Two: Implement the Proper Preparation and Organization for a Capital Campaign.



- Lesson Twenty-Three: Fuel Endowment Growth with Planned and Capital Gifts.
- Lesson Twenty-Four: Be Open to Change and Shifts in Thinking.
- Lesson Twenty-Five: Explore New Sources of Revenue with a Proactive Stance.
- ***Class # 6: Monday, November 23, 2020 – 10 AM CENTRAL TIME***
 - Lesson Twenty-Six: Open Wide the Catholic School Development Box!
 - Lesson Twenty-Seven: Understand the Catholic School Development Pyramid of Success.
 - Lesson Twenty-Eight: Remember You Only Get One Chance to Make a First Impression.
 - Lesson Twenty-Nine: Make a Positive and Lasting Impression at Open House.
 - Lesson Thirty: Take 10 Steps to Engage People Who Can Make a Difference.
- ***Class # 7: Tuesday, December 1, 2020 – 10 AM CENTRAL TIME***
 - Lesson Thirty-One: We Are Many; We Are One: Recognize the Value of Parish and School Collaboration.
 - Lesson Thirty-Two: Reinvent Your School Every 5 to 7 Years.
 - Lesson Thirty- Three: Affirm and Appreciate.
 - Lesson Thirty-Four: Please, Get Out of the Office: The Value of Conversation and the Person Invitation.
 - Lesson Thirty-Five: Implement the Principal/President Cabinet and/or the National Advisory Board.
- ***Class # 8: Thursday, December 10, 2020 – 10 AM CENTRAL TIME***
 - Lesson Thirty-Six: Successfully Invite Giving: One on One and in Small Group Settings.
 - Lesson Thirty- Seven: Explain the GAP: In Person.
 - Lesson Thirty-Eight: Research Best Practices in Catholic School Development.
 - Lesson Thirty-Nine: Understand the ISPD Enrollment Management “Dashboard”.
 - Lesson Forty: Avoid and Correct the 15 Most Common Catholic School Development—Advancement Mistakes.