



THE ROLE OF PRESIDENT, THE PRINCIPAL, AND THE PASTOR IN CATHOLIC SCHOOL DEVELOPMENT/ADVANCEMENT

This on-line, mini-course will cover the following:

- ***Class # 1: Friday, February 5, 2021 – 11:30 AM CENTRAL TIME***
 - Outline of Course
 - ***Focus Area # 1: Understanding Catholic School Development/Advancement***
 - Backdrop of Understanding
 - Ripples in the Pond
 - 7 I's of Catholic School Development
 - Successful Development Organization
 - Development \$\$\$ vs. Fund-Raising Event \$\$\$
 - Pyramid of Success
- ***Class # 2: Friday, February 19, 2021 – 11:30 AM CENTRAL TIME***
 - ***Focus Area # 2: Working with Development/Advancement Office and Officer(s)***
 - Organizational Structure
 - Hiring and Educating Development Officer(s)
 - Internal Plan of Action
 - Establishing priorities
 - The Value of the Development Core Team
 - Working with Development Committee of the Board/Council
 - Assessing the Development/Advancement Efforts
- ***Class # 3: Friday, March 12, 2021 – 11:30 AM CENTRAL TIME***
 - ***Focus Area # 3: Enrollment Management, Communication, and Marketing***
 - Message: Mission, Vision, Top 10, and WOW
 - Communication methods
 - Value of Personalization
 - Message from the Top
 - Working with the Enrollment Management Efforts of Your Catholic School
 - Building Ambassador Teams
 - Venues to Share Your Message
 - Communicating Development/Advancement/Enrollment Management to Faculty/Staff and Boards and Councils
- ***Class # 4: Friday, March 26, 2021—11:30 AM CENTRAL TIME***
 - ***Focus Area # 4: Working with Influential/Affluent People***
 - Identification of Financial Leaders
 - Engagement of People Who Can Make a Difference
 - Inviting Financial Gifts to Your Catholic School
 - Managing Individual Portfolios
 - National Advisory Board



- President/Principal/Pastor Advisory Committee
- The Value of Community Relationships
- ***Class # 5: Friday, April 16, 2021 – 11:30 AM CENTRAL TIME***
 - ***Focus Area # 5: Understanding Your Role in Fund Development (Capital Campaign, Annual Giving Drive, Endowment Growth, Memorial Giving, and Grant Writing)***
 - Understanding the Components of Fund Development
 - Suggested Roles and Responsibilities in a Capital Campaign
 - Suggested Roles and Responsibilities in an Annual Giving Drive
 - Implementing Successful Endowment Growth and Memorial Giving as the Head of School
 - Your Role in Grant Writing
 - Closing Thoughts