

## **Ascension Catholic Academy Advancement Plan for Business Contributions**

### **Statement:**

Ascension Catholic Academy (ACA) includes the Ascension School in North Minneapolis, John Paul II in NE Minneapolis and St. Peter Claver in the Rondo neighborhood of St. Paul. These private Catholic schools offer tuition-free education to each student in attendance. All three schools are grades K-8 and the students go on to graduate from high school at a 98% plus rate. ACA is committed to a mission of ending social inequality and poverty while establishing the tools for opportunity by providing hundreds of students each year with a values-based education.

Presently, ACA's financial support comes primarily from private citizens and foundations located around the Twin Cities metro area. ACA receives only a small percentage of its operating funds directly from businesses, large and small, or employees of these businesses. Yet the Twin Cities region is home to many of the most recognizable brands, philanthropic families and organizations, and growing diversity of accomplished executives among the nineteen Fortune 500 companies that reside in the state. Additionally, ACA has had a charismatic approach to its financial development and this is often accompanied by limited record keeping, loyalty to an individual or a structured plan for support from the generational change in leadership to Minnesota businesses.

Further, while ACA has high-value partnerships with metro based Catholic churches, it would behoove the academy to seek more of these partnerships with successful parishes in the far-flung suburbs and exurbs of the additional five county area surrounding Minneapolis and St. Paul. Likely, there are several parishes that may welcome a social justice mission which is making a difference here in Minnesota.

In summary, ACA, in order to comfortably accomplish its fundraising goals each year, will need to develop a broader base of support from both the Catholic and catholic (all-embracing) communities of Minnesota. If we can do so with success then ACA can expand its services to the communities it serves beyond its education piece. In turn, these services, under a structured advancement plan will attract new and larger contributions from an expanded prospect pool.

### **Goals:**

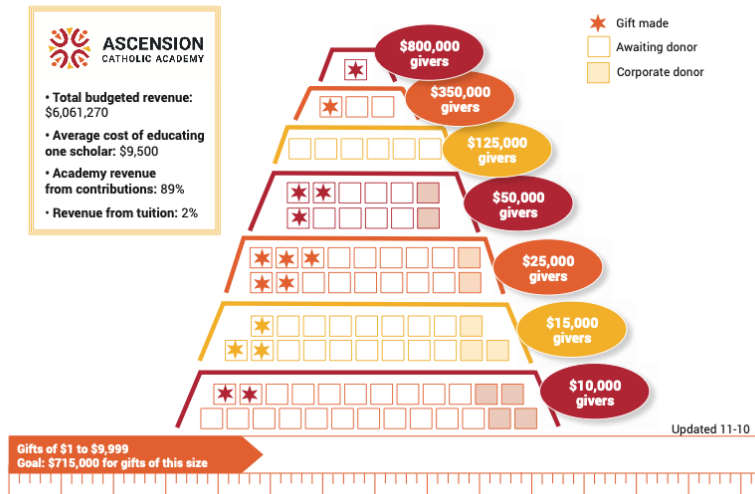
In 20-21 ACA will need to raise an additional \$250,000.00 above the amount of contributions it received the previous year. This is necessary to keep pace with the budget set earlier this year in recognition of ACA operating needs and commitments. The Advancement Team will seek to fold the actions of this strategic initiative into its current functioning development plan with a stated goal of raising the additional \$250,000.00 needed to meet the budgetary goal. Longer term, ACA will seek to double this first-year results each of the successive fiscal years.

In this first year we can meet this financial goal by seeking these separate pieces;

In the first year add: 10 new business relationships that result in gifts between \$10,000 and \$50,000 from the corporation, foundation or leadership; 3 new parish relationships resulting in gifts between \$10,000 and \$20,000; and 100 new individuals donors brought in by this effort making gifts of \$100- \$5,000 each. (See example pyramid below)

## Ascension Catholic Academy's Annual Fund 20-21

Ascension Catholic School • St. John Paul II Catholic School • St. Peter Claver Catholic School



### Tactics:

Currently, there are limited ways for ACA to begin an effort as substantial as this one. To begin, business and parish donations to ACA can be defined as;

1. Any contribution directly from a business entity or a parish,
2. A contribution from an executive or any group of employees initiated through an introduction to ACA to a business or parish,
3. A contribution from the foundation of a business,
4. A collection taken from a parish to benefit ACA,
5. Encouraging and gaining match gifts from business foundations,
6. Volunteers assisting with projects on any or all three campuses,
7. Contributions from various business and community service organizations.

How to begin; this initiative will need to begin with a strong ACA board effort to identify those businesses and executives within their network who should be approached. Or, inviting ACA to make a presentation at their current place of employment. Staff and volunteers can begin

identifying, through business websites, business community relation statements that call for support of education, the under-privileged, social justice or equity, and greater diversity in the business community.

With each presentation to the businesses, its executives and employees, and parishes information should be sought and recorded on new prospects, reminders to match gifts, determining if there is a foundation or seek ideas from individuals. The ACA prospect and donor base can best be expanded through those that have made a donation. All information should be entered into Raiser’s Edge and followed up on through the Moves Management plan already being executed.

**System:**

The execution of this strategy will begin with an outreach to members of the board, administrators and faculty of the schools. This plan will be shared with each group and a request made to provide the names and contact information of local businesses (and contact name when possible) or suburban parishes. After the collection of this information a series of follow ups will occur;

Move	Board Member	Staff
Identification	Board will identify names and contacts	
Introduction	Send an introductory packet	Prepare packet
Discovery	Conduct visit to explore fit and partnership possibilities	Prepare collateral
Cultivation	Set and participate in a meeting/ tour with staff to build a foundation of understanding.	Appropriate staff will attend: ie: CAO, Principal, Grant Manager, Volunteer Manager
Solicitation	Support or present proposal	Present partnership proposal or grant
Stewardship	Participate or CC’d	Execute grant, partnership proposal and give impact updates

Task	Board Member	Staff
Assignments	Identify prospects where they can be a volunteer solicitor.	Consolidate identified prospects and assign Volunteer Solicitor 1 & 2
Communications	Closed action reports	Closed gift reports
Record keeping	Information sheet submitted after each visit to update file.	Constituent creation in RE with readiness, affinity, relationship stage

		Philanthropic interests tab populated Partnership proposal and
Reporting		Progress to goal for overall initiative Individual partnership updates

For this plan to succeed it is imperative that each member of the board and others allow their name to be included within the introduction and all follow up communications. For the year 2020, without the ability to gather as groups, our next best tool for meeting the fiscal goals is our own time given one-to-one,

Commented [1]: Stephen, even more than providing a name, to be actively leading effort in early moves and supporting in later moves is what I believe we need to make this initiative successful. It ties back to the assessment that we need to build capacity for moves management by better utilizing volunteers.

To that end, I think this paragraph should lay out that underlying goal.

Commented [WL2R1]: