

## **New Training Service For 2012 from CCS**

With the downturn in the economy, Christian schools seem to be backing away from high dollar annual and capital project fundraising (FR). However, FR is needed now more than ever to move our schools forward to meet the challenges of the 21<sup>st</sup> century. The recent school closings and alarming enrollment drop are disheartening but can still be reversed.

These are the days in which the Christian world view must be taught to a greater number of students, not fewer. It is imperative that Christian education be aggressively marketed to a greater Christian audience. It is just as imperative that high dollar fundraising be learned and implemented to increase annual funding. We believe we have the solution.

Through our vast experience in successful Christian school fundraising, we look to share the tried and true fundraising principles with schools that are unafraid to move forward despite the downturn. "God has not given us a spirit of fear..." II Tim 1:7

Therefore, we are offering these affordable conference call training services for 2012.

### **Track I: Five Month Administrator Training in Fundraising Program includes:**

1. Basic Fundraising Principles, Program Set Up and Fundraising Calendar
2. Marketing & High Dollar Events; Purpose & Process
3. Understanding School Constituencies and How to Reach & Solicit Each
4. Major Donor Cultivation/Solicitation and Board Participation/Responsibility
5. Annual Appeals & Foundation Grant Writing

### **Track II: A Ten Month Training Program for Development Directors Includes:**

1. General FR Principles, Set-up, FR Plan, Relationship Building & FR Calendar
2. Prospecting, Cultivating, and Reaching Different School Constituencies
3. Understanding Your Role in the Major Donor (MD) Building Process
4. Strategies: Pastors' & Grandparents' days; Visiting 10 donors; and, One MD
5. Marketing: Free Ads; Radio Interviews; NP Ads; MD's; and, Word-of-Mouth
6. High \$\$ Events: Marketing Up to/During Event; Parents & Community Events
7. Business & Vendor Cultivation & Solicitation
8. Church FR: Cultivating Pastors; What to say; Church Presentation & Soliciting
9. Appeal Letters & Grant Requests to Corporate, Private and Family Foundations
10. Tying it All Together: Goals for: Each Week; Month; Year, and 3-5 Years.

### **Track III: Board Training in Fundraising**

1. General Fundraising Principles
2. Importance of Getting to Know Your School Constituents
3. Participating and Monitoring Development Activities
4. Cultivating and Soliciting Major Donors
5. Attending & Speaking at Fundraising Events
6. Importance of Board Member Giving to Overall Fundraising

An annual fund plan manual with a 3-year fundraising calendar is included with all three tracks. However, any school that chooses all three tracks will get only one manual, which they are free to copy. Manuals can also be ordered by schools not choosing to enroll with Corfield Consulting Training.

**Mission Statement:** Corfield Consulting Services (CCS) seeks to train Christian schools to become financially independent in order to fund any needs and projects, not covered by tuition, that would enable them to grow, prosper and serve the next generation.

To contact our Office for more information, please call **724 432-3045** or email: [jcorfield@corfieldconsulting.com](mailto:jcorfield@corfieldconsulting.com).

Blessings,  
John & Sherri Corfield