

A young boy with brown hair, wearing a white shirt, dark tie, and a grey backpack, is smiling at the camera. He is in the foreground, slightly to the left. In the background, a yellow school bus is visible, and other children in school uniforms are blurred. The scene is outdoors, likely at a school bus stop.

The Role of Heads and Administrators in Advancement

October 19, 2021 | 11:00 a.m.

Darlington 
SCHOOL

CCS
FUNDRAISING

Today's Speakers



Julie Lucas

Chief Advancement Officer
Darlington School



Natalie Skinner

Senior Vice President
CCS Fundraising



Bob Weston

Practice Lead,
Independent Schools
CCS Fundraising

About CCS

CCS is a fundraising consulting firm that partners with nonprofits for transformational change.



Innovator in the field of fundraising for nearly **75 years**



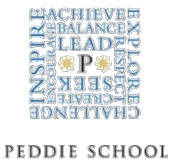
Partners with **500+ nonprofits** annually worldwide



Largest professional staff with **300+ full-time employees**



7 core services include: campaigns, feasibility studies, assessments, resource development, research and data analytics, planning, major gifts, and endowment.



About Darlington School

Darlington School is a co-ed college-preparatory day and boarding school in Rome, GA.



Founded in 1905



750+ Students



Grades Pre-K to 12th



500 Acre Campus





Agenda

1

Introductions

2

The Independent School Philanthropic Landscape

3

A Culture of Philanthropy

4

Roles in Fundraising

5

Questions and Discussion

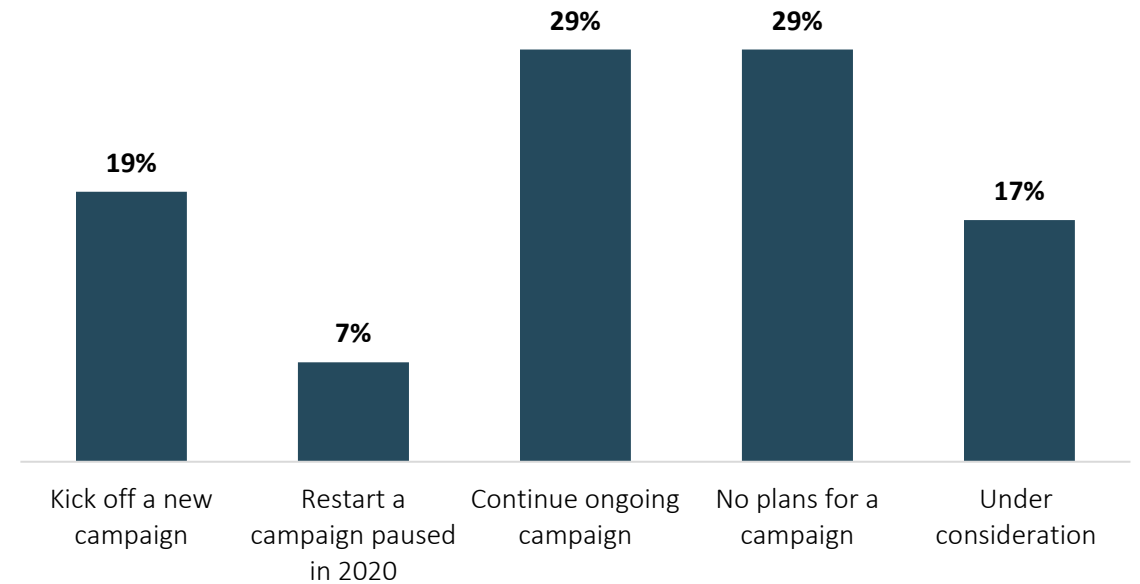
Key trends in giving to education

The Independent School Philanthropic Landscape

The Independent School Giving Landscape



INDEPENDENT SCHOOLS: STRATEGIES FOR 2021 REGARDING MAJOR CAPITAL OR COMPREHENSIVE CAMPAIGNS

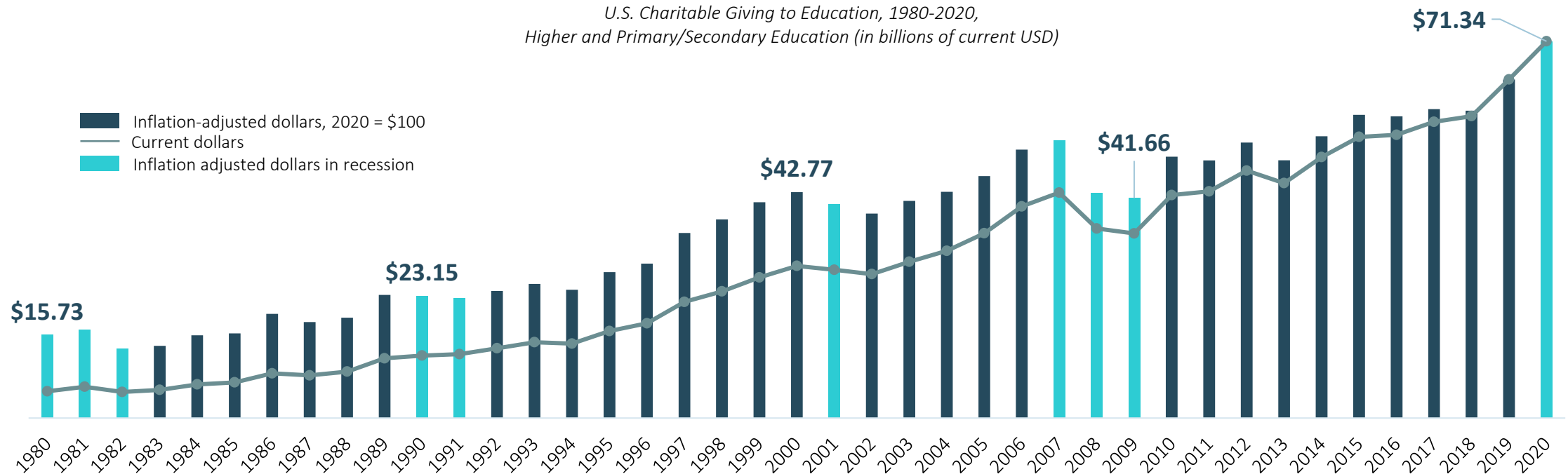


The Independent School Giving Landscape

Education continues to outpace other nonprofit sectors in philanthropic support, with 2020 experiencing unprecedented growth, particularly in large, transformational gifts. Independent Schools saw significant growth in total dollars raised, but participation in annual giving across constituencies continues to decline. Schools have relied on fewer donors making larger gifts, with parents leading the way.

GIVING TO EDUCATION IS ON A LONG-TERM UPWARD TREND

*U.S. Charitable Giving to Education, 1980-2020,
Higher and Primary/Secondary Education (in billions of current USD)*



The Independent School Giving Landscape

FEWER DONORS ARE GIVING, BUT THEY'RE MAKING LARGER GIFTS

Change in participation and gift amount in annual giving to Independent Schools

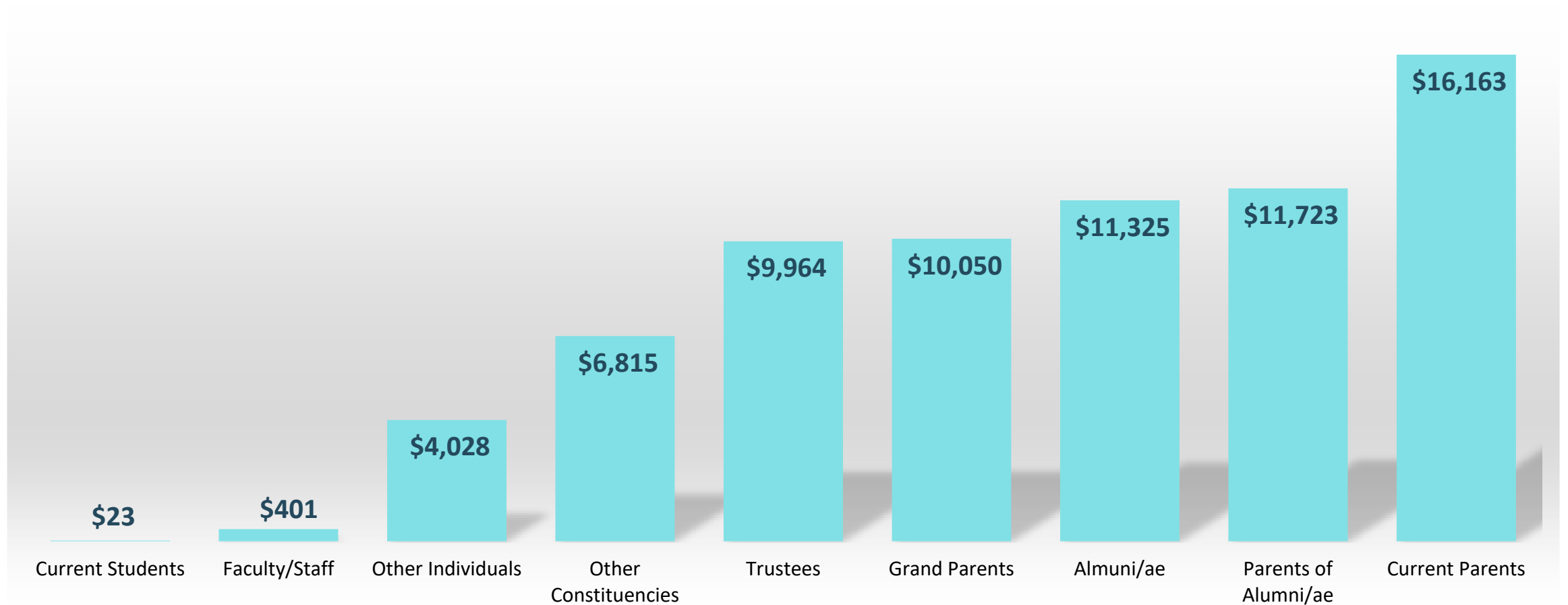
SOURCE	PARTICIPATION	GIFT AMOUNT
Alumni/ae	-2%	+13%
Current Parents	-6%	+4%
Grandparents	-1%	+13%
Parents of Alumni/ae	-1%	+8%
Trustees	0%	-12%
Faculty/Staff	-7%	+7%

The Independent School Giving Landscape

YEAR-OVER-YEAR TRENDS IN INDEPENDENT SCHOOL OPERATIONS AND GIVING

	Year-Over-Year Change	2020-21	2019-20	2018-19
↓ Total enrollment	-4%	579,299	603,362	585,672
↑ % Students Receiving Financial Aid	2 percentage points	27%	25%	25%
↑ Median Annual Giving per Student	1%	\$1,650	\$1,629	\$1,644
↑ Median Gifts/Grants Income	2%	\$1,622	\$1,591	\$1,694
↑ Median Endowment per Student	6%	\$20,369	\$19,136	\$19,635
↓ % BIPOC Students	-2 percentage points	31%	33%	32%

The Independent School Giving Landscape



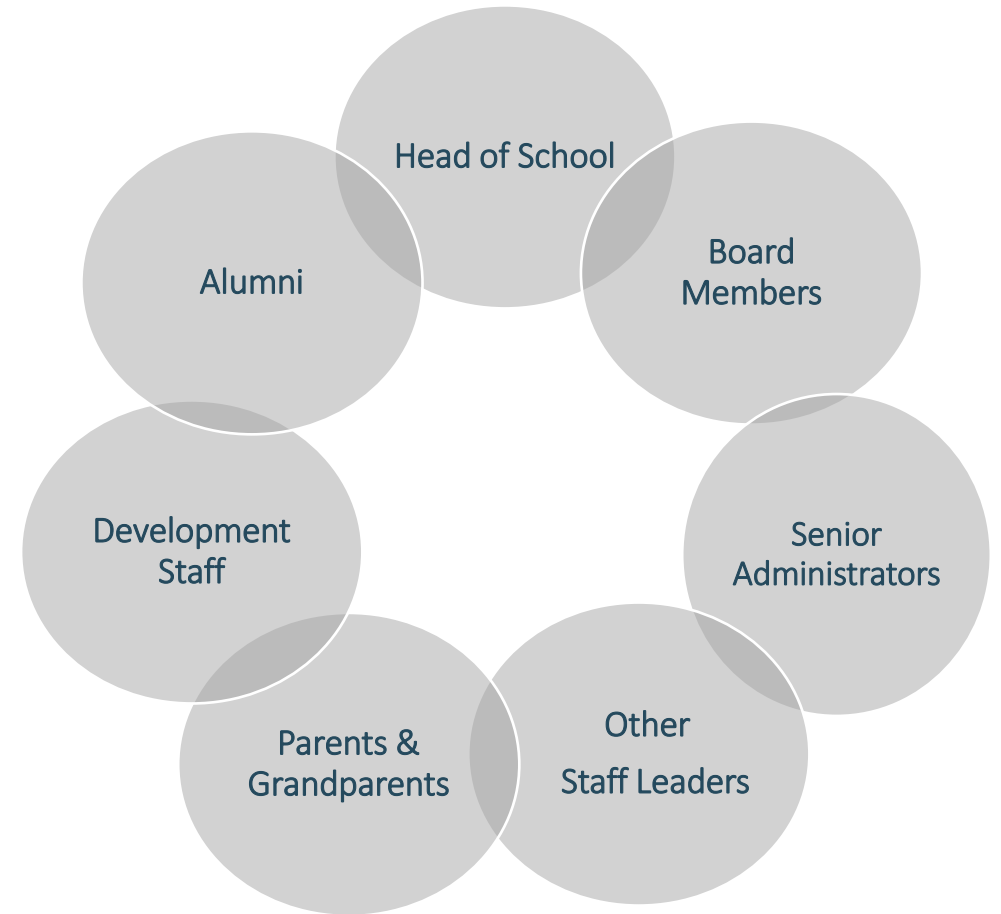
Developing fundraising fundamentals

A Culture of Philanthropy

Who Can Support a Culture of Philanthropy?

*“Everyone in the organization, from the janitor to the chairman of the board, understands that philanthropy and fund development are critical to organizational health and that each individual has a role in the process. First and foremost, everyone is an **ambassador**.”*

- Simone P. Joyaux, ACFRE



Characteristics of a Strong Philanthropic Culture

- Interdisciplinary development team
- Everyone has contact with donors
- Donors are valued, not for money alone, but for their input
- Development costs are seen as an investment
- Donors receive funding reports in addition to recognition
- Personalized communication has replaced boilerplates
- Tension and conflict are challenged, not ignored
- There is more than cooperation—there is true collaboration
- More time is allocated to retaining donors than acquiring new ones



Creating a Culture of Philanthropy



Roles for Heads and Senior Administrators

The Advancement Framework

Defining Advancement vs Development



Advancement

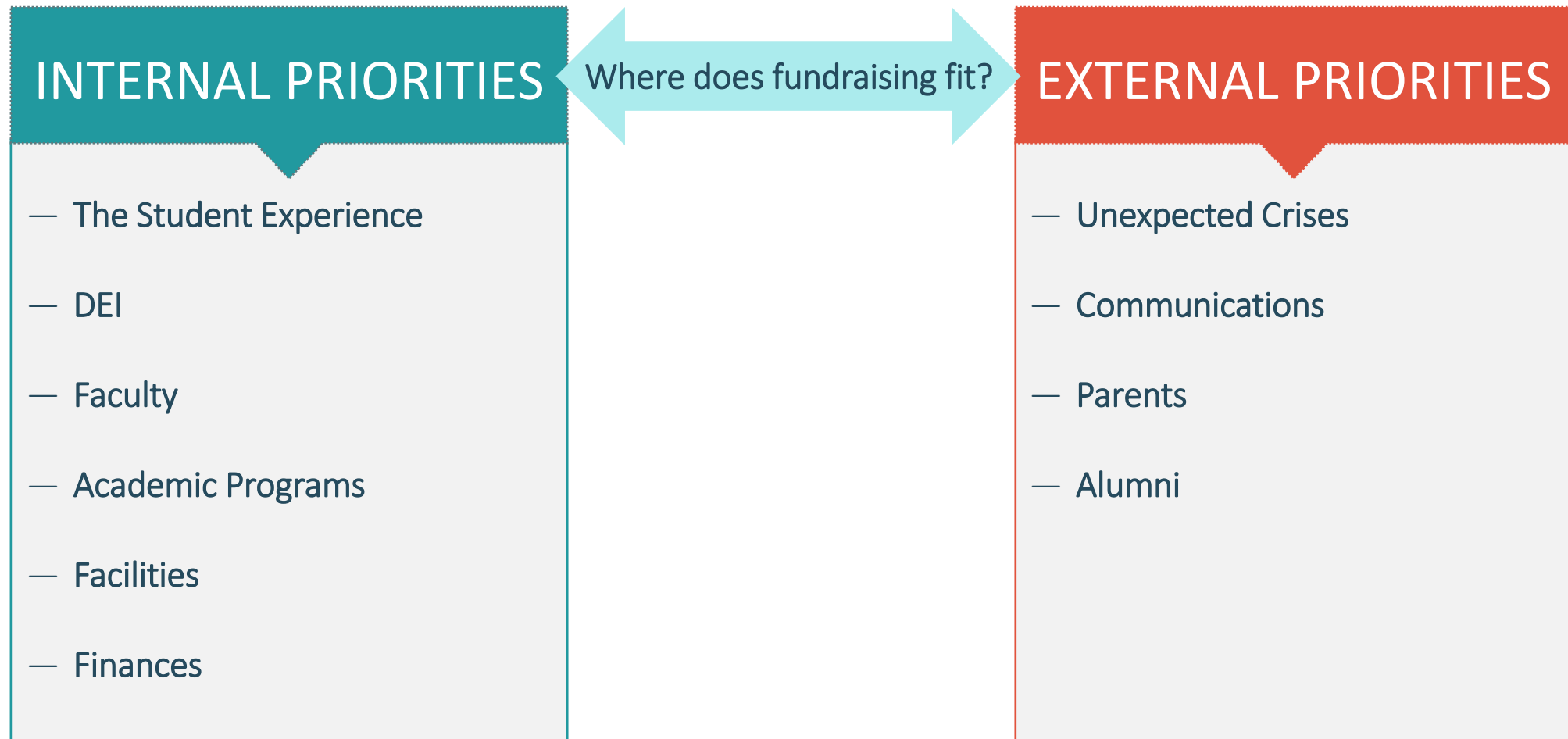
- An integrated approach that includes development, alumni relations, communications and marketing, and admission and enrollment

Development

- Specific to the fundraising and alumni relations efforts of a school



Integrating Fundraising into the School Community



Roles in Fundraising



Advocate: represents the donor's interests to the organization

- Does the donor see you on his/her side (helping)?



Explorer: builds the relationship through guided conversation

- Do you have the ability to discover the donor's passion?



Strategist: uses the relationship to advance the School

- Can you connect the dots to produce “win-win” situations?

Think About Your Role in Philanthropy

- 1. Think about your School’s culture of philanthropy
- 2. Which areas can you personally impact? Which areas will be important to enhance before launching a campaign?
- 3. Jot down one or two action items you can undertake to continue to advance a culture of philanthropy

AREAS FOR GROWTH (Example: donor stewardship, cross team collaboration, board engagement, etc.)	ACTION ITEMS FOR IMPROVEMENT

A photograph of students in a science laboratory, overlaid with a semi-transparent blue filter. In the foreground, a young girl with dark hair, wearing safety goggles and a light blue lab coat, holds a flask containing a green liquid. She is smiling and looking towards the left. To her right, another student, also in a lab coat and safety goggles, holds a test tube. In the background, other students are visible, some working with microscopes. The overall scene depicts a hands-on science education environment.

QUESTIONS & DISCUSSION

THANK YOU!

Julie Lucas | JLucas@darlingtonschool.org

Natalie Skinner | NSkinner@CCSFundraising.com

Bob Weston | RWeston@CCSFundraising.com

