

The background of the slide is a composite image. It features a map of the world with labels for 'ATLANTIC OCEAN' and 'EUROPE'. Overlaid on the map is a dark blue passport with the word 'PASSPORT' at the top and the United States Department of State seal in the center. In the bottom right corner, a hand is shown pointing towards the map.

Your Advancement Roadmap: *Creating A Practical School Advancement Calendar Workshop*

Let's get to work!



1. Introductions: 10 minutes
2. Simple planning tool: 10-15 minutes
3. Work time: 15-minutes
4. Regroup: 10 minutes

Know the Difference

Advancement: Moving your school from where you are, to where you want to be; **FILL** (enrollment management), **FUEL** (development), **FUND** (fundraising).

Development: The strategic process by which schools identify, cultivate, solicit, recognize, and steward prospects and donors to establish and nurture relationships and to raise resources.

Fundraising: Any activity that brings dollars to your school (appeals, campaigns, grants, events)

Getting the WORD OUT..

A few words on MARKETING:

- All marketing efforts aim to increase brand awareness, educate the audience, engage the audience and lead to the desired outcomes.
- All marketing efforts should be informed by the overall advancement plans and goals.
- A combination of traditional marketing, digital marketing, and in-person events should be utilized.

Let's Take A Look At An Advancement Calendar:

- [Sample Advancement Calendar](#)

Resources

- [Sample Advancement Planning with Calendar](#)
- Donaldson, F. (2019) *25 Lessons Learned in 25+ Years in Catholic School Development*. NCEA
- [Advancement Summer Checklist: Healey Foundation](#)

Questions?



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