

Events that Shine and Don't Break the Bank



Mary Arcos

Director of
Marketing and
Enrollment



Resurrection Catholic
School at the Cathedral
Kansas City, KS



Ellen Riley

Grant Writer and
Director of
Development

About Us:



Mary Arcos - Director of Marketing and Enrollment

Mary is passionate about education, growth, and making a meaningful impact in her community. Originally from Mexico, she came to the USA in 2022 and since then has worked to create more opportunities for families through education. She holds a degree in Industrial Engineering from the Universidad Cristobal Colon and diploma in Leadership Skills with an emphasis in Marketing, which she has combined with her ability to connect with people and drive results. Before joining RCS, she worked at Dr. Pepper Snapple Group, where she developed premium clients and collaborated with Marketing teams. As director of Enrollment & Marketing, she has contributed to an 18% growth in student enrollment. In her role as Marketing Director she actively supports and works hard to raise funds for RCS scholarships. She strongly believes that education transforms lives.



Ellen Riley - Director of Development

Ellen is a dedicated educator with over 20 years of experience in Catholic Education. She earned a Humanities degree from Saint Mary's College and a Master's in Education from the University of Notre Dame through the Alliance for Catholic Education. She has served in diverse roles across four diocese. For the past 12 years, Ellen has been at Resurrection Catholic School first as the Art teacher and now as the grant writer and Director of Development. She brings experience from her position as a Client Associate at Merrill Lynch and as a Special projects Associate with the FIRE Foundation in the Kansas City-St. Joseph Diocese. Ellen is a published author in two collaborative book projects. Her husband Mike is also a Catholic school educator. They have three children who have attended Catholic schools in Kansas and Missouri. They enjoy traveling together as a family and embrace the opportunity to broaden perspectives. She sees education as a foundation for a brighter future.

Make a Plan

“A goal without a plan is
just a wish”

~ Antoine de
Saint-Exupéry

- 1. Start with mission and storytelling - The “WHY”**
- 2. Know the Audience**
- 3. Choose the Right Fundraiser Format**
- 4. Set realistic goals, prioritize budget items, and create a plan**
- 5. Secure sponsors and community support**
- 6. Make the ask effectively**
- 7. Promote strategically**
- 8. Create a smooth donor experience**
- 9. Steward and retain donors afterward**
- 10. Evaluate success and grow for next year**

Start with the “Why”

“Fundraising is about more than asking for money, it’s about inviting people into a mission.”

How do people connect with the Mission?

- Decorations
- Music
- Food
- Volunteers
- Speakers/Performers
- The People

Ellen Riley
Director of Development
Ask me about Resurrection!



Know your audience

- Parents/families
 - Alumni
 - Parishioners
 - Local businesses
 - Major donors
 - First-time donors
 - Cultural Ties
 - Religious Ties
-

Choose the Right Event

- Gala
 - Trivia night
 - Silent/Live auction
 - Raffle
 - Golf tournament
 - Bourbon/wine pull
 - Direct appeal campaign
 - Peer-to-peer fundraising
-

Taste of KCK

Event:

- Direct Appeal
- Gala

Audience:

- Alumni
- Major Donors
- Local Business
- Parishioners
- Greater Catholic Community

Sips for Scholarships

Event:

- Community social
- Raffle

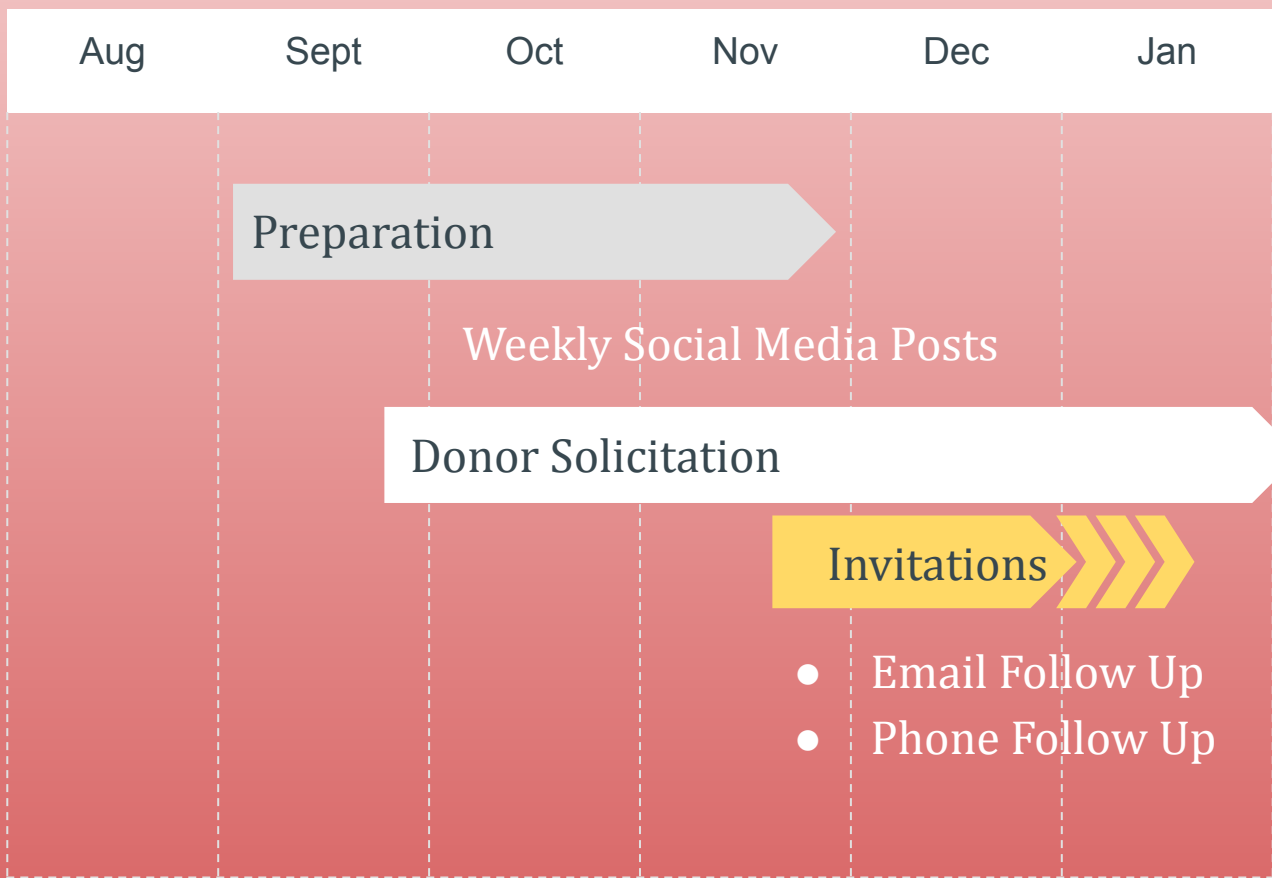
Audience:

- Alumni
- Smaller/First-Time Donors
- Younger Donors

Timeline

Status	Task	Responsible Party	Notes
September			
	Decide on sponsorship levels	Committee	
	Create sponsorship flier	MA and ER	
	Choose honoree	Committee	
	Invite speaker	ER	
	Line up emcee	Confirmed	Brian and Ana
	Begin designing invitations	MA and ER	
	Identify Food Coordinator and Community Contact	MK	Helps coordinate food and sponsorships efforts
	Secure audio and visual	MA	Heartland AV Ryan Kucharo

Timeline



Set a Fundraising Goal:

Goal = Expenses + Desired Profit + Cushion

Then ask:

- **How many donors/attendees can you realistically expect?**
- **What did previous events raise?**
- **What is your average gift size?**
- **How much volunteer/staff capacity do you have?**
- **How much risk can your organization absorb?**

For example:

Event costs: \$5,000

Desired net revenue: \$20,000

Cushion for surprises: \$2,000

Fundraising goal = \$27,000

Budget Items:

- Food
 - Decorations
 - Entertainment
 - Audio Visual Equipment
 - Rentals
 - Flowers
 - Take Home Gift

Prioritize

(Where should you spend money?)

A professional videographer will create a high-quality video that tells a compelling story and connects meaningfully with attendees



Professional audio and video equipment ensures that the speakers' messages and presented videos reach the entire audience effectively. You need the audience engaged.



Tell the Story



Sponsorships and Underwriting

Every expense covered before the event increases net revenue

- Event sponsors
- Food/beverage sponsors
- Table sponsors
- Printing/signage sponsors
- “In-kind” donations
- Matching Donors
- Underwriters

Utilize your Community

Local Businesses

Teacher and Staff Contacts

Families

Board Members

Partnership Levels

Partners receive recognition on social media, the school website, event signage and complimentary tickets.



Presenting - \$10,000

1 year of financial aid for 2 students.
12 Tickets



Cornerstone - \$5,000

1 year of financial aid for 1 student.
10 Tickets



Tradition - \$3,000

1 semester of financial aid for 1 student.
8 Tickets



Faith - \$1,500

3 months of financial aid for 1 student.
6 Tickets



Knowledge - \$1,000

2 months of financial aid for 1 student.
4 Tickets



Service - \$500

1 month of financial aid for 1 student.
3 Tickets



Community - \$250

2 weeks of financial aid for 1 student.
2 Tickets

Select from the following levels and **secure your Partnership**

CORNERSTONE \$25,000

Equivalent to scholarships for 5 students

Premium wine at table
Live recognition by emcee during event
Recognition in all promotional materials
Premier seating for up to 20 guests
Full screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

UNITY \$15,000

Equivalent to scholarships for 3 students

Premium wine at table
Live recognition by emcee during event
Recognition in all promotional materials
Premier seating for up to 20 guests
Full screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

FAITH \$10,000

Equivalent to scholarships for 2 students

Premium wine at table
Live recognition by emcee during event
Recognition in all promotional materials
Premier seating for up to 10 guests
Full screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

TRADITION \$5,000

Equivalent to 1 scholarship for 1 student

Premium wine at table
Recognition in all promotional materials
Preferred seating for up to 10 guests
On-screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

KNOWLEDGE \$3,000

Equivalent to 1 semester of tuition for 1 student

Recognition in select promotional materials
Preferred seating for up to 10 guests
On-screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

SERVICE \$1,500

Equivalent to one quarter of tuition for 1 student

Recognition in select promotional materials
Preferred seating for up to 10 guests
On-screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

COMMUNITY \$750

Equivalent to 4 weeks of tuition for 1 student

Seating for 4 guests
On-screen logo/name recognition at event
Logo/name in event program
Recognition in RCS social media

KCK \$200

School Supplies

Seating for 2 guests
Name in event program
Recognition on RCS event website

Become a Partner. Donate. Change Lives



Taste of KCK

Tomorrow's Legacy Begins Today



RAISING FUNDS FOR SCHOLARSHIPS
ACADEMIC PROGRAMS
CLASSROOM SUPPORTS

January 24, 2026

RESURRECTION CATHOLIC SCHOOL
425 NORTH 15TH STREET
KANSAS CITY, KS 66102



Social Hour
6:00 PM

Drinks & Appetizers
School Tours
Student Projects



Ethnic Dinner
7:00 PM

KCK diversity
on a plate.



Program
8:00 PM

Honoree
Student Speaker
Performances



Taste of KCK

Tomorrow's Legacy Begins Today

Our Catholic ideology calls us to nurture faith, knowledge, and a heart for service. By investing in the students at Resurrection, you are helping shape the saints, leaders, and changemakers of tomorrow, building a future rooted in hope and purpose.

Join us for an unforgettable evening of food, culture, and community, and entertainment at the annual **Taste of KCK**.

The evening begins with a social hour in the halls of the school, continues with a delicious dinner featuring diverse ethnic dishes prepared by RCS families and local restaurants, and concludes with powerful student stories and a performance that showcases the heart and spirit of our school.

As Resurrection's primary fundraising event, **your support makes a lasting impact**, fueling need-based scholarships, academic excellence, STREAM initiatives, essential classroom resources, and the daily operations that help our students and school thrive.

Become a Partner. Donate. Change Lives
Visit rscck.org/taste-of-kck to learn more.





Sips for Scholarships

Cheers to Changing Lives!

Support for Need-Based Scholarships



100% of proceeds are used for need-based scholarships which 99% of Resurrection Catholic School students receive. Help us ensure that no family is turned away.

Partnership Levels

Partners receive recognition on social media, the school website, event signage and complimentary tickets.



Presenting - \$10,000
1 year of financial aid for 2 students.
12 Tickets



Cornerstone - \$5,000
1 year of financial aid for 1 student.
10 Tickets



Tradition - \$3,000
1 semester of financial aid for 1 student. 8 Tickets



Faith - \$1,500
3 months of financial aid for 1 student.
6 Tickets



Knowledge - \$1,000
2 months of financial aid for 1 student.
4 Tickets



Service - \$500
1 month of financial aid for 1 student.
3 Tickets



Community - \$250
2 weeks of financial aid for 1 student.
2 Tickets

SAVE THE DATE:

August 1, 2026
5 - 8 PM

Boulevard Brewing Co.
2501 Southwest Blvd
Kansas City, MO 64108

Enjoy food, community, raffle drawings, and unlimited wine and beer, while building a stronger future for a Wyandotte County student.



YOU CAN MAKE A DIFFERENCE!

Become a partner or purchase tickets for \$60 each



RESURRECTION CATHOLIC SCHOOL
PAYMENTS MAY BE MAILED TO THE SCHOOL OFFICE OR MADE ONLINE



Call Us
913-371-8101



rcskck.org/sips-for-scholarships



425 N. 15th St.
Kansas City, KS 66102



Sips for Scholarships

Cheers to Changing Lives!

August 1, 2026 5:00 - 8:00 pm
Boulevard Brewing Co.

Join us at Boulevard Brewing Company for an evening of food, drinks, fun, and community! Resurrection Catholic School serves families who deeply value education but face significant financial barriers. 99% of our students rely on financial assistance to receive a strong faith-based education at Resurrection Catholic School.

Sips for Scholarships is an opportunity to make a lasting difference for students and families by investing in the future. Help students pursue their dreams and become future leaders in their communities.

Guests will engage with our mission through a Scholarship Wall donation opportunity, exciting raffle drawings, and hear testimonials from current and past Resurrection students and families.

By attending or becoming a sponsorship partner, you are opening doors and ensuring that every child who seeks it has the opportunity to learn, grow, and thrive.

Cheers to Changing Lives—because every child deserves a bright future!



Not able to attend? Please consider scanning the QR code, sending a check, or making a donation on our website. Details below.



Scholarships Wall

All proceeds go toward financial aid for RCS students.



Gold Cap
\$5,000 donation = 1 YEAR of financial aid.



Silver Cap
\$2,500 donation = 1 SEMESTER of financial aid.



Black Cap
\$500 donation = 1 MONTH of financial aid.



Red Cap
\$150 donation = 1 WEEK of financial aid.



White Cap
\$50 donation = 1 DAY of financial aid.

Cash, Check, or Credit/Debit Cards Accepted.

THANK YOU FOR SUPPORTING CATHOLIC EDUCATION AT RESURRECTION!



Call Us
913-371-8101



rcskck.org/sips-for-scholarships



425 N. 15th St.
Kansas City, KS 66102

Make Giving Easy

<https://www.rcskck.org/taste-of-kck>

Taste of KCK Tomorrow's Legacy Begins Today

Ways to make a donation:

- **BEST WAY:** Scan the QR Code below to take you to the RCS secure donation page
- Make a gift online with a credit card at [rcskck.org/taste-of-kck](https://www.rcskck.org/taste-of-kck)
- Please charge my credit card: MC Visa AmEx Discover / Card# _____ / Exp. _____ / CVV _____
- Signature _____
- Check (payable to RCS) / Place in the small envelope on your table.
- Please invoice me
- I would like to make a gift of \$ _____ from my Donor Advised Fund, Family Foundation or gift of stock/securities. Please contact: Ellen Riley or Mary Arcos (see below)

Donor Name: _____

Billing Address: _____

City: _____ State: _____

Zip: _____ Phone: _____ Email: _____

Have a question? Please contact Ellen Riley, Director or Development at eriley@rcskck.org or Mary Arcos, Director of Marketing & Enrollment at marcos@rcskck.org.

Donation

Amount

— \$5,000

— \$3,000

— \$1,500

— \$1,000

— \$500

— \$300

— \$150

— \$ _____



Website set up:



Sips for Scholarships: Benefiting Students

The 2026 Sips for Scholarships event will be held at Boulevard Brewing Co. on **Saturday, August 1, 2026**. Come out and enjoy delicious food and unlimited wine and beer with friends. The best part? *You'll be helping us raise Need-Based Scholarship Funds* while having a great time! **100% of the proceeds are used for need-based scholarships.**

Sips for Scholarships Cheers to Changing Lives!

Support for Need-Based Scholarships

100% of proceeds are used for need-based scholarships which 99% of Resurrection Catholic School students receive. Help us ensure that no family is turned away.

Partnership Levels

Partners receive recognition on social media, the school website, event signage and complimentary tickets.

- Presenting - \$10,000**
1 year of financial aid for 2 students. 12 Tickets
- Cornerstone - \$5,000**
1 year of financial aid for 1 student. 10 Tickets
- Tradition - \$3,000**
1 semester of financial aid for 1 student. 8 Tickets
- Faith - \$1,500**
3 months of financial aid for 1 student. 6 Tickets

SAVE THE DATE:
August 1, 2026
5 - 8 PM
Boulevard Brewing Co.
2501 Southwest Blvd
Kansas City, MO 64108

Enjoy food, community, raffle drawings, and unlimited wine and beer, while building a stronger future for a Wyandotte County student.

2025 Partners

Become a Partner

Purchase Tickets

Scholarship Wall

What's Next?

Taste of KCK

Tomorrow's Legacy Begins Today

Dear Resurrection Supporter,

Thank you for attending Taste of KCK tonight and making Catholic education dreams become a reality!

As Resurrection's most important event, proceeds support need-based scholarships, academic programming, STREAM initiatives, classroom supports, and other day-to-day expenses of operating a school.

You can make a high-quality, faith-filled education available to every child who seeks it, regardless of the family's financial circumstances.

Thank you for changing lives with your donation.



RESURRECTION CATHOLIC SCHOOL | 913.371.8101 | resckck.org



Thank you



Show Appreciation



Taste of KCK

RESURRECTION CATHOLIC SCHOOL



You helped
us raise
\$170,287
Thank you!

Still want to contribute to our scholarship fund?
You can donate at rckck.org or by mail.



Start Planning for Next Year...

What went well?

What can we do better?

How are we following up with
new donors?

INSPIRE

How to Pitch to Donors

I **Identify the problem they care about**
Start with their values, not your needs



N **Narrate what's at stake**
Show what happens if this problem goes unsolved



S **Show your solution in action**
Paint the picture, don't just describe the program



P **Prove you can deliver results**
Share evidence, stories, track record



I **Invite them into the vision**
Make it about partnership, not transaction



R **Request with clarity and confidence**
Ask for a specific amount for a specific purpose



E **Express authentic gratitude**
Their consideration matters, regardless of outcome

