



# Pursuing Our Mission

A development and fundraising plan for 2021-2022

## Our Mission:

Redeemer School is a community of like-minded families committed to nurturing students in their relationship with Jesus Christ and engaging them in the life-long pursuit of wisdom and knowledge as they discover, embrace and integrate God's truth in all of life.

*In Christ are hidden all the treasures of wisdom and knowledge.*

Colossians 2:3

## Our End Statements:

Our Ends Statements are Redeemer School's goals and expectations that encompass both academic and spiritual student outcomes. These statements represent our vision for the preferred future of our students once they have finished their course of study at Redeemer School:

By God's grace, in partnership with parents, Redeemer School will cultivate:

- Students who experience and express an authentic Christian faith.
- Students who can articulate the Bible's unified message, and who embody that message in all their relationships.
- Students with a passion for learning, and the academic skills for developing their God-intended potential.
- Students who demonstrate Christ-like servanthood and godly wisdom as they integrate God's Word in all of life.

## Our Current and Potential Partners

- Current Families
- Staff
- Board of Directors
- Alumni Students & Families
- Extended Families
- Corporations, Foundations and Businesses that align with our mission and doctrine

We will have three charitable giving components for the 2021-2022 school year:

- **Chrysalis Fund**
  - Funds to make up the difference between Tuition/Fee Income and Expenses
  - Tuition Assistance Grants
  - Bless the Community/Bless the Nations Scholarships

<p><b>“Filling the Gap”</b></p>	<p>Every gift counts, every year. Every dollar it takes to educate our students must be raised — either through tuition and fees or through financial donations. Tuition and fees cover approximately 90% of a Redeemer School education. Donations benefit every student at our school— not only through making up the difference in tuition, but also play a critical role in the growth and development of our school towards our strategic vision. This includes continuous improvement refinement towards teaching for leading and lifelong learning, faith formation and the development of Christ-like servanthood as a ministry to our students, families, staff, and the greater community. Contributions to our Chrysalis Fund also create the opportunity for more students to experience Redeemer School through tuition assistance grants and scholarships when applicable.</p> <p>Our continued success — and that of generations of students to come — relies on your generosity and support. Please prayerfully consider making your gift today so that, by God’s grace, Redeemer School can flourish.</p>	<p><b>\$134,000 (8% of projected expenditures, meaning 92% is covered by tuition/fees income)</b></p>
<p><b>Tuition Assistance Grants</b></p>	<p>To work towards the ability to provide up to 50% of the calculated need for tuition assistance for all families who qualify. Based on the 2021-2022 school year, we were able to provide 41% of the total calculated need. Based on the data that I have, to provide up to 50%, with assumed increase of tuition or adding new students, our tuition assistance goal is <b>\$40,000</b>.</p>	<p><b>\$40,000</b></p>
<p><b>Bless the Community and Bless the Nations Scholarships</b></p>	<p>To work towards the ability to provide up to 75% of tuition for all families who apply for and qualify for a Bless the Community or Bless the Nations Scholarship. Based on the calculated need for tuition assistance for our families who qualified last year, with an assumed increase of tuition or adding new students, our Bless the Community and Bless the Nations Scholarship goal is <b>\$76,000</b>.</p>	<p><b>\$76,000.</b></p>
<p><b>Grand Total:</b></p>		<p><b>\$250,000</b></p>

## Chrysalis Fund Details

*Investing in inspiring education for our children through the lifelong pursuit of wisdom and knowledge as they discover, embrace and integrate God’s truth in all of life.*

**Faith Formation and Servant Leadership:** Christian counseling support in MS, increased family engagement opportunities, expanded servant-leadership opportunities within our campus and beyond.

**Teaching and Leading for Lifelong Learning:** Chromebook replacements and Novocast additions to classrooms, development of living math in all grades, high quality prints for artist/picture studies, development of handicrafts in all grades, development of our student programs such as Shakespeare, Evening for the Arts, and allowing us to have more servant leadership opportunities, providing more full time teaching opportunities, and more comprehensive benefit options for staff.

**Operational Leadership and Processes:** New and improved website design and functionality (also includes feasibility study).

# Charitable Giving Fund Strategies

*The overarching theme of the strategies for this year is “cultivation.” This is a time of renewal and an opportunity to generate excitement as we seek the next big steps that God has our school.*

- 1. Charitable Giving Community Invitation/Direct Mail Campaign:** Designed to encourage current families to commit to a contribution level over and above their tuition on an annual basis. Will be introduced at the September Curriculum Night and built upon through direct mail and other communication vehicles as listed later in the plan. Additionally, direct mail/other communication will be sent to alumni students/families and extended family members. This communication will have a clearly stated fundraising goal and action step to respond.  
**Target Audience:** Current Families, Alumni Students & Families, Extended Families  
**Timing:** September 2021-June 2022  
**Projected Expense:** Postage, \$400 per direct mailing: September, December, February, June= \$1600 (Postage)
- 2. Monthly Giving Campaign: “Legacy Partners”:** A monthly giving campaign will be created for the Annual Fund, introduced on September 9th, along with incorporating PayPal features monthly giving opportunities. *Sample:* A Legacy Membership is the easiest way to support Redeemer School’s students and mission. Your automatic monthly contribution is continuous, so there’s no need for renewal reminders. Your membership is always current.  
**Target Audience:** Current Families  
**Timing:** September 9, 2021-June, 2021  
**Projected Expense:** \$500 (PayPal Fees)
- 3. Corporate Partnership Opportunities for Tuition Assistance:** Local businesses will have the opportunity to become partners for school wide events where all proceeds will support our Bless the Community/Bless the Nations Scholarships. Digital and direct mail communication will be provided as well as one-on-one “thank you visits” from 2020-2021 and invitations to partner again.  
**Target Audience:** Corporations, Foundations and Businesses that align with our mission.  
**Timing:** December 2021-May 2022  
**Projected Expense:** \$6000 (T-Shirts- Spirit and Field Day and “Thank You” visit items)
- 4. Donor Engagement Events:** where we build upon past success, current celebrations, and create new opportunities for the future:
  - a. Grandparents’ Day:** Large group meeting and Handicraft Fair
    - **Target Audience:** Extended Families of Current Students
    - **Timing:** September 2021-October 2021
    - **Projected Expense:**
      - Event: \$300 (Student Programs)
      - Postage: \$300
  - b. “A Broad Feast”- A Redeemer School Christmas Extravaganza (INSERT BETTER NAME):** Family Engagement events focused on RS distinctives where parents/children can participate in nature studies, picture studies, composer studies, servant leadership opportunities, handicrafts, workshops on our school philosophy and Biblical Worldview instruction. After the engagement events, we will host current families, staff, Board members, alumni students/families, extended families with food trucks, hot

chocolate, and hopefully a band playing Christmas carols. \*Childcare will potentially be provided for children 2 and under.

- **Target Audience:** Current Families, Alumni Students & Families, Extended Families, Corporations, Foundations and Businesses that align with our mission and doctrine
  - **Timing:** November, 2021-December 4, 2021 (Event is 2pm-6:30pm)
  - **Projected Expense:** \$2400
- c. **“INSERT NAME”- Board Member Hosted/HoS & Staff Led:** Gatherings focused upon vision, prayer, and passion for the pursuit of God’s purpose and next steps for Redeemer School. We will break bread together, celebrate accomplishments, and seek God’s direction for the future.
- **Target Audience:** Current Families, Staff, Board Members, Alumni Students & Families
  - **Timing:** October 2021 (Grades TK-2), November, 2021 (Grades 3-5), January 2021 (MS), February 2021 (Bringing it all together)
  - **Projected Expense:** \$2000
- d. **Evening for the Arts:** “Floating” celebration of the Fine Arts programs in Redeemer School with scheduled performances within the evening.
- **Target Audience:** Current Families, Staff, Board of Directors, Alumni Students & Families, Extended Families, Corporations, Foundations and Businesses that align with our mission and doctrine
  - **Timing:** March, 2022
  - **Projected Expense:**
    - a. Event: \$600
    - b. \*Sponsorship opportunities available for corporate sponsors
5. **Digital Campaign:** Revision of website to include 2021-2022 vision and components with more user-friendly and accessible options for giving. Investigate Bloomerang and Kindly as a Donor Management/Online Giving tools.
- a. Target Audience: Current Families, Staff, Board of Directors, Alumni Students & Families, Extended Families, Corporations, Foundations and Businesses that align with our mission and doctrine
  - b. Timing: September 2021-October 2021
  - c. Projected Expense: \$0-\$240
6. **One-On-One Visits/“Thank You” Gatherings at Spring Events:**
- Target Audience:** Alumni Students/Families who have given at least \$1000 in the past three years.  
**Timing:** October 2021-June 2022  
**Projected Expense:** \$500

## Funding Details

### Funding Sources:

Operating Budget: \$9000

Charitable Giving 2020-2021: \$6500

### Projected Cost Summary:

Postage: \$1900

Other Expenses: \$11,600

**Total:** \$14,500- \$14,740

# Communication Vehicles for Development

Communication Vehicle	Current RS Families	Staff	Alumni (and their families)	Extended Families	Partner Churches/Community	Corporations/Foundations/Businesses
School Curriculum Events/Parent Meetings	x	x				
Doorpost Newsletter	X	X	X	X	x	
Weekly Emails	X	X				
School Website	X	X	X	X	X	X
Social Media (Instagram, Facebook, Twitter)	X		X	X	X	X
Facebook Parents & Alumni groups	X		X			
Direct Mail (as appropriate)	X		X	X	X	X
Christmas Card	X	X	X	X	X	X
Donor Engagement Events: Grandparents' Day,	X		X	X	X	
1 on 1 Visits	x		x	x	x	x

## 2021-2022 Timeline

September 2021	Development Committee Meeting	9/1/21
	Grandparents Day Invite	9/1/21, 9/7/21
	Website Refresh Part 1	9/3/21
	Charitable Giving- "Flourish Fund" Kick Off	9/9/21
	Social Media/Digital Post #1	9/15/21
October 2021	Grandparents Day	10/1/21

	Flourish Fund Letter #1/Grandparents' Day Follow Up (Include Legacy Giving Opportunities)	10/5/21
	Board Member Hosted/HoS & Staff Led Gathering (Grades TK-2)	October 2021
	Doorpost #1	10/1/21
November 2021	"Broad Feast" Invitation/Parent-Led Service Project Communication	11/1/21
	Website Refresh Part 2	11/5/21
	Board Member Hosted/HoS & Staff Led Gathering (Grades 3-5)	November 2021
	Spirit Shirt Corporate Sponsor Kick Off	11/15/21
December 2021	"Broad Feast" Christmas Event	12/4/21
	Christmas Card Mailing	12/10/21
January 2022	Curriculum Night (Include Tuition Assistance)	1/20/22
	Board Member Hosted/HoS & Staff Led Gathering (MS)	January 2022
	Flourish Fund Letter #2	1/24/22
February 2022	Doorpost #2	2/1/22
	Corporate Sponsor Kick Off Communication	2/1/22
	Evening for the Arts Invitation	2/22/22
	Board Member Hosted/HoS & Staff Led Gathering (Bringing it all Together)	February 2022
March 2022	Evening for the Arts	3/24/22
	Flourish Fund Letter #3	3/28/22
April 2022	Doorpost #3	4/4/22

	Corporate Sponsorship Communication #2 and Visits	4/4/22-4/8/22
	Invite Former Families/Alumni to School Events (Shakespeare, Field Day) with special gathering/celebration opportunity	4/4/22-4/8/22
May 2022	Integrate Donor Engagement (Alumni and Families) into School Events (Shakespeare, Field Day, etc.)	May 2022
	Corporate Sponsor Showcase	May 2022
June 2022	Formal "thank you" letter to all donors for the 2021-2022 school year.	June 2022