

INPEC: A Vision for Mission

Campaigns in the Classroom



About CCS Fundraising

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

Our areas of expertise include strategic counsel, capital and endowment campaigns, leadership giving, development assessments, and data analytics.



Innovator in the field of fundraising for 7 decades



Partners with 500+ nonprofits annually worldwide



Largest professional staff with 300+ full-time employees

Our Services



CAMPAIGN
MANAGEMENT



FEASIBILITY &
PLANNING



MAJOR GIFT
INITIATIVES



ASSESSMENTS &
AUDITS



STRATEGIC
PLANNING



CRISIS
RESPONSE



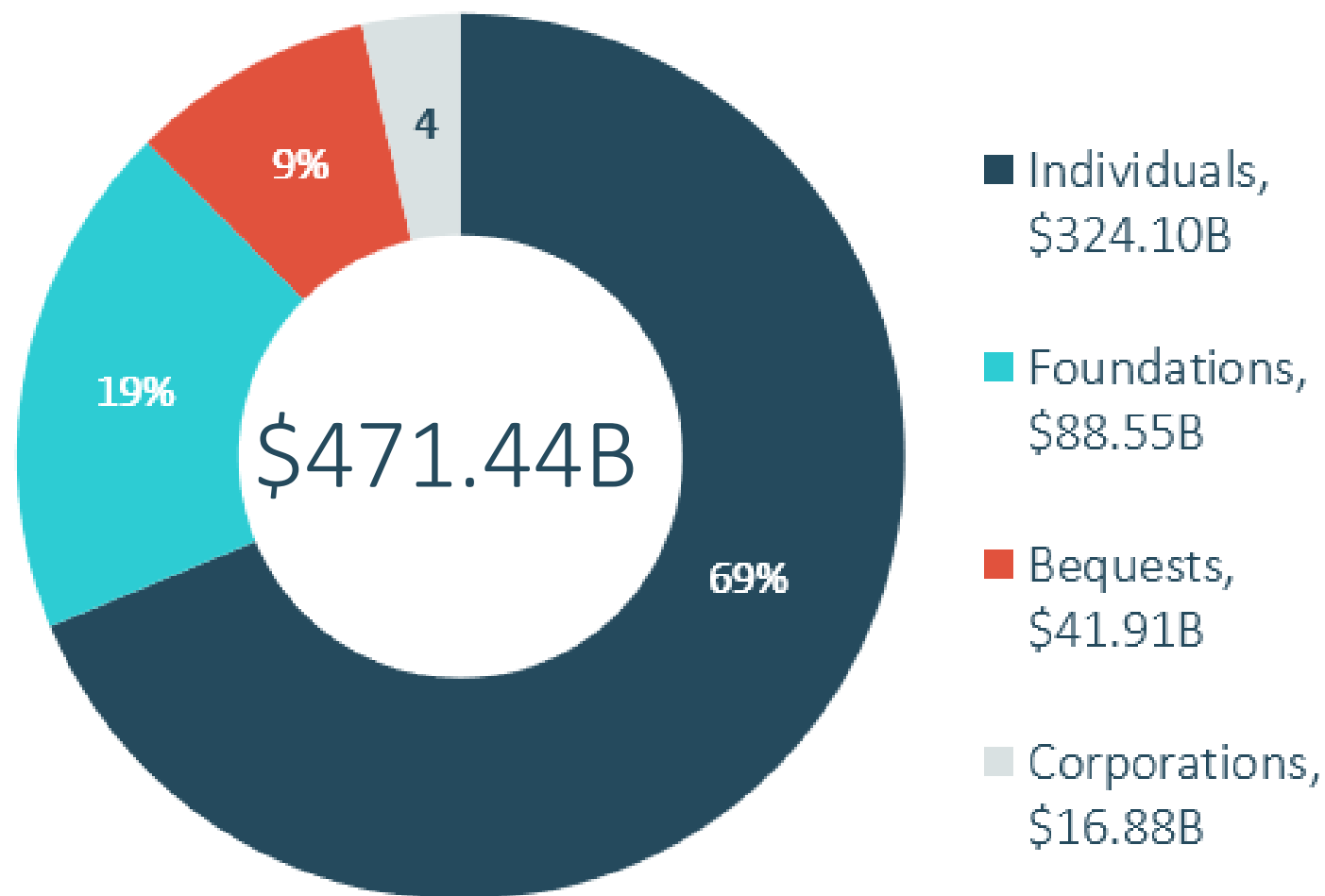
RESEARCH &
DATA ANALYTICS



LEARNING &
TRAINING

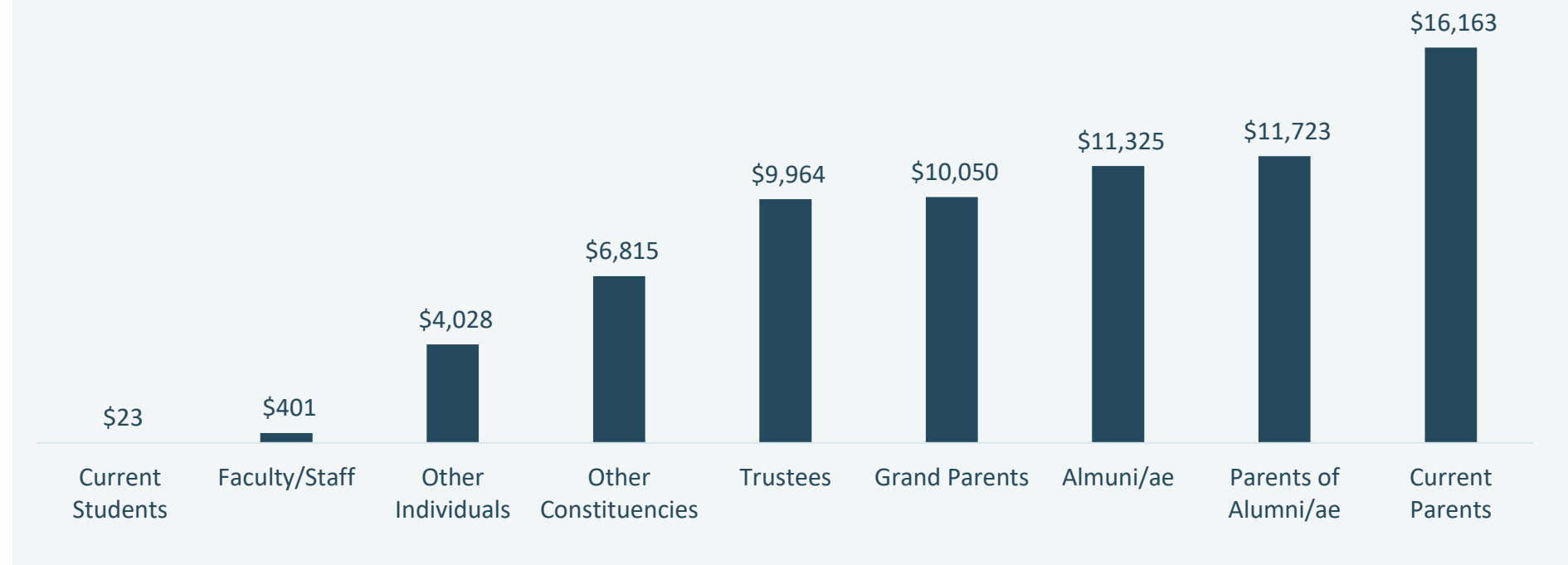
2020 Giving Numbers

OVERALL GIVING

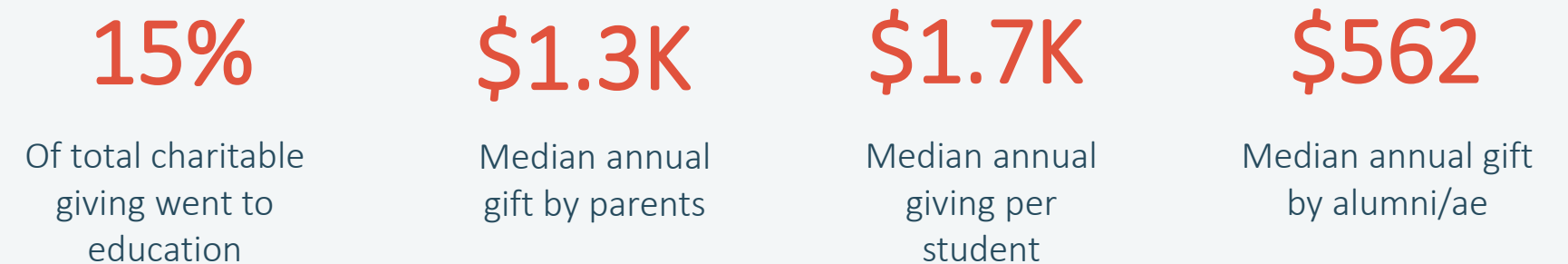


INDEPENDENT SCHOOL GIVING

MEDIAN CAPITAL GIVING BY SOURCE



ANNUAL GIVING TRENDS IN EDUCATION



Why People Give

Influence on Charitable Giving

Framework Developed by Drs. Sara Konrath and Femida Handy

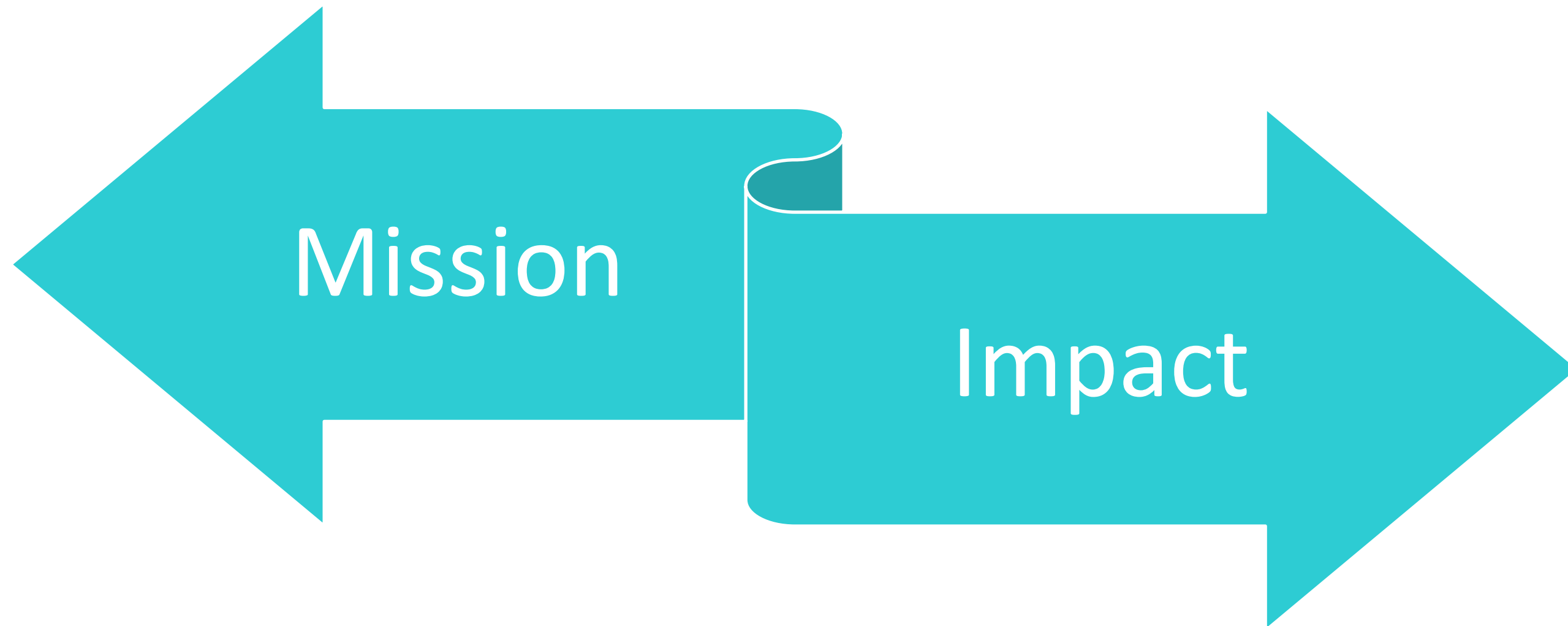
Altruism - concern or compassion for those less fortunate	Social benefits - nonmonetary benefits like being part of a social network
Trust - seeing charities properly use donations for public good	Tax benefits - monetary personal benefits
Egoism - experiencing good feelings about oneself or enhancing one's reputation	Financial constraints - monetary limitations, which can be a negative influence on giving



Donors are most driven by altruism and the belief that they can have an impact.
Donors are least driven by tax benefits.

The Role of Philanthropy

A strong advancement program aims for mission advancement and program impact.



How your Advancement Team is Fundraising

▶ Parents

Last year parents were the largest donors to independent schools. Annual fund giving is just one avenue for this support.

▶ Virtual and Online Giving

Given the upheaval of this last year, virtual asks and events were found to be equally, if not more, successful.

▶ Flag Donations

Donors often connect with a specific realm of education and specify donations to support those programs.

▶ Fundraising Events

Whether virtual or in-person, when people can engage with each other and the school, the impact of their giving becomes tangible.

What can you do?



Sharing Impact and Stories

Your story is a powerful tool to get people to connect with the school. You can share the needs of the school and the impact projects will have on students.



Maintaining Relationships

Students and parents remember the teachers that had an impact on them. You are the pathway for many to connect to their schools post-graduation. You hold the relationships.



Understanding the Donor Network

You are the most connected to students, alumni, and families. You can help facilitate agency for donors and share insights with the advancement office.

Discussion Questions



How is your story as a teacher important to the mission and messaging of your school?



What would more fundraising mean for your classroom specifically? How can you partner with your advancement office to realize this vision?



How can you share your story with the donor network at your school? How can you assist the advancement office to craft compelling impact stories?



What are some ways you can engage parents and alumni with the school? What does that look like virtually and in person?

