2018 NYSAIS Conference

First 100 Days: A Road Map to Success
Session Overview

- Welcome and Introductions
- Overview of Fundraising Activities at Buckley
- Key Development Objectives for First 100 Days
- Discussion and Questions
Buckley Country Day School

- Founded 1923
- Toddler – Eighth Grade
- 350 Students
- Roslyn, NY (Nassau County)
Development Activities at Buckley

October 2017

- Parent Association Fall Fair

November 2017

- Annual Fund Launch

December 2017

- Alumni Endowment Fund Launch

Spring Gala

May 2018

Staffing:
- Director of Development
- Asst. Dir. of Development
- Development Assistant
Key Objectives First 100 Days

- Understand School History and Case for Giving

- Meet with School Leadership
  - Faculty and Staff
  - Board Members
  - Parent Volunteers

- Identify “Top” Donors and Volunteers
  - Parents
  - Alumni
  - Major Donors

- Staff Team Building
  - Set up individual meeting with staff to discuss roles and professional goals
  - Meet as a group to review overall development plans
  - Plan a fun joint project

- Develop A Plan for Engagement
Understand History and Case for Giving

- Develop an organizational frame of reference, looking back over a 1-5 year period.
- Current Organizational Assessment
- What are the School’s goal for the next 3-5 years
- Identify the action steps to achieve these goals.

Learn about the story and culture of your School.
Analyze 5-10 Years of Giving History

- Who Gives and How much?
  - Parents
  - Alumni
  - Past Parents
  - Friends of the School

- What are the major recurring and special fundraising campaigns?
  - Annual Fund
  - Event Fundraising
  - Special Initiatives
  - Capital Campaign

- What are the fundraising objectives for the coming year?
Staff Development and Team Building

- Communicate the vision for development initiatives and make sure your team understands their role in achieving set goals.

- Assess current staff abilities and interests

- Build trust and ownership of projects

- Find a fun project to work on as a group not related to the Development
Develop a Full Year Plan

- What are standing events and activities (community and fundraising), at your School?

- Are there any special milestones that you may want to celebrate?

- Are there any special initiatives to keep in mind as you plan?

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<th>2017 Fundraising Calendar - Buckley Country Day</th>
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Next Step: Broad Community Engagement

- Get out to meet with extended community - - - attend as many school events as possible.
- Be on hand during drop-off and pick-up of students
- Plan cultivation events on and off campus
- Find different ways to introduce yourself to the community via various mass communications channels:
  - Personalized Letters and Email Messages
  - Online and Paper Publications
    - Buckley Buzz: Video with Headmaster
    - Buckley website
Thank you