

# “ADVANCEMENT 101”

*Providence Classical School*

November 2010



## MARK YOUR CALENDAR!

Wednesday, November 10th  
at 8:00 a.m.

**“ADVANCEMENT 101”**  
School cafeteria

Monday, November 15th at  
7:00 p.m.

**“ADVANCEMENT 101”  
and Capital Campaign  
Open Meeting**  
School cafeteria

Friday, December 10th  
**Deadline for Fall Auction  
Item Procurement Contest**

Friday, April 8th  
**“Gala in the Garden”**

Also Coordinated by  
Advancement:  
Community Luncheons  
Press Releases  
Open Houses  
Newsletters  
Annual Report  
Grandparent Events  
Alumni Events

## ADVANCEMENT STAFF

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## SO MANY OPPORTUNITIES TO SUPPORT PCS...WHERE DO WE START?..... “ADVANCEMENT 101”

As many of you are aware, tuition alone supports 83% of our operating budget, and the remaining 17% comes from support of our Advancement events and campaigns, including: Golf-a-thon, Annual Fund, and Gala. Additionally, we are working on the Capital Campaign to pay off the remaining debt on our new land and to begin plans for the construction of a new campus. With all of these efforts going on, how does a family prioritize their giving activities?

## “PLANTING OAKS” ANNUAL FUND CAMPAIGN

The Annual Campaign is the most directly beneficial way to give to the school. There are no event-type expenses associated with it, 100% of the proceeds goes directly to the school, and your annual fund contribution is 100% tax deductible. The Annual Fund campaign should become a prioritized annual tradition for all families. This is especially important not only from the standpoint of supplementing the budget, but also from the standpoint of achieving 100% participation so that external funding sources will take us more seriously. The financial goal for the Annual Fund campaign is \$85,000 net. A significant portion of these proceeds funds teacher bonuses.

## OUR SPECIAL EVENTS: GOLF-A-THON AND GALA

If families are so inclined to be a part Golf-a-thon and Gala due to interest in these types of special events, we would love to have them! If all charitable funds have been donated to Annual Fund, there is always room to serve as valued volunteers. For tuition-assisted families, the school would love to coordinate sponsored tickets so that everyone can be part of the fellowship. But both of these events are more for bringing in new money to the school – i.e.: For Golf, asking friends/family members/colleagues to sponsor golfers; and with Gala – inviting friends/family members/colleagues to join a PCS family at their table, be introduced to the school and do some bidding, or ask their company to participate as an underwriter. The goal for Golf-a-thon is \$40,000 net and the goal for Gala is \$250,000 net. A significant portion of special event proceeds goes toward funding tuition assistance for nearly half of our school families, a tradition that is close to PCS’s mission and long-term intentions.

## CAPITAL CAMPAIGN

What we are asking people to prayerfully consider in regard to the Capital Campaign is a one-time, significant gift (relevant to what “significant” means in each individual family) and something that could be spread out over a period of one to three years. A Capital Campaign gift is something that is given above and beyond one’s annual giving to the school and is restricted to a significant growth and capital need.

## SUMMARY OF SUGGESTED GIVING PRIORITIES:

- Annual Campaign – make it a yearly tradition!
- Golf and Gala – if the budget allows, attend and participate in both special events, but consider it more of an opportunity to seek support from contacts outside of PCS and an opportunity to introduce more people to the school.
- Capital Campaign – consider it a one-time gift, above and beyond your annual support, and do what is feasible for your family over time.