

I Imagine

Building Today for AMSA's Tomorrow

THANK YOU!

- Commitment
- Care
- Stewardship
- Service

We are grateful for your leadership, guidance and support.

THE 5 I'S OF FUNDRAISING:

- Identification
- Information
- Interest
- Involvement
- Investment

We **identify** a prospect, share **information** about us with them to gauge their **interest**, invite them to be **involved** in the organization and ultimately to make an **investment** (gift!).

HOW YOU CAN HELP!

- Make your pledge!
- Get your company to match your gift
- Identify prospects
- Open doors
- Host a house party
- Invite prospects to events
- Help with thank you notes
- Identify a grant

Fundraising is not just asking! You can play a vital role by connecting, cultivating, thanking, and hosting. You can also partner on solicitations.

ASKING FOR
MONEY IS
ONLY 10% OF
THE EQUATION

- Help identify prospects from your LinkedIn contacts and peer networks
- Help us qualify prospects – assess inclination to support
- Help us cultivate and engage prospects
- After the gift, help us continue to steward the new donors

Idea: have the board partner with some students for a thank-a-thon phone banking effort.

WHY YOUR SUPPORT MATTERS

- Your peers see your passion and commitment
- You are setting an example for others
- Your gift, no matter the size, makes a difference
- Most savvy donors want to know if we have 100% board giving

Your financial gift, in addition to giving your time, signals to others that you think AMSA is worthy of your time, talent and treasure.

TOOLS IN PROGRESS!

- Updated website
- Refining case for support
- Newly reorganized ***Imagine Committee***
- Marketing analysis and new materials
- Recognition plans
- Gift agreement and gift acceptance policies
- Refined acknowledgement process
- Prospect development and tracking
- House parties, coffee and tours, and events
- Outreach calendar

We are updating the website, adding new information, and developing internal toolkits for our stewards. We are making sure we have the foundation for support to build the culture of philanthropy.

WHERE WILL OUR GIFTS COME FROM

Corporations and Businesses

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graph TD; A[Corporations and Businesses] --> B[Individuals (parents/caregivers, past parents, grandparents, alumni, staff, board)]; B --> C[Grants and Foundations];
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Individuals (parents/caregivers, past parents, grandparents, alumni, staff, board)

Grants and Foundations

What we need to raise

Imagine Campaign						
Gift Range Chart						
\$2,000,000 working goal						
Number of Gifts Needed	\$ Amount of each gift	\$ amount from level	cumulative amount	prospects needed	received	total \$ received
1	\$ 250,000.00	\$250,000	\$250,000	12		
6	\$ 125,000.00	\$750,000	\$1,000,000	20		
6	\$ 50,000.00	\$300,000	\$1,300,000	20	1	\$50,000
6	\$ 25,000.00	\$150,000	\$1,450,000	20	3	\$80,000
15	\$ 10,000.00	\$150,000	\$1,600,000	30	5	\$68,600
30	\$ 5,000.00	\$150,000	\$1,750,000	60	1	\$5,000
30	\$ 2,500.00	\$75,000	\$1,825,000	60	3	\$8,000
40	\$ 1,000.00	\$40,000	\$1,865,000	60	15	\$18,520
many	<\$1000	\$135,000	\$2,000,000	650	164	\$34,691
					Raised	\$264,811
					Needed	\$1,735,189

As of 1/5/23

WHAT WE ARE BUILDING TOWARD?

Success for the all three phases of the capital campaign will be amazing, then, where will we be?

- Endowment Funding: Care for the school in perpetuity
- Ambitious Annual Fund: dollars raised and spent within a school year that offer flexibility. The backbone of all fundraising programs.
- 20th Anniversary in 2025
- Major Donor Program: Consistent cultivation and stewardship
- Grants and Foundations
- Corporate Sponsors

WHAT IS OUR ELEVATOR PITCH?

An elevator pitch provides an overview of AMSA: what we do, who we help, and what impact we have. This comes in very handy when you are asked, “Why should I be involved with AMSA?”

- Concisely tells story
- Brings mission to life
- Encourages listeners to take action
- Less than 30 seconds

Who + how + why = what. And “what” = Elevator Pitch