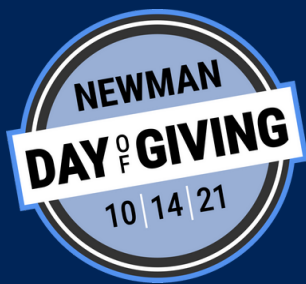


# How Newman Central Catholic High School exceeded its \$100,000 goal in the first 24-hour giving challenge

Partners in Mission Partnership

## At a glance

Newman Central Catholic High School and Partners in Mission established an annual fund and developed a 24-hour giving day challenge that raised \$367,950 from 353 supporters, far exceeding their goal of \$100,000.



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## CHALLENGES



Newman Central Catholic did not have a year-round focus on building and maintaining an annual fund, a robust database, nor the marketing surrounding and related to the operating budget. Their limited fundraising was done through a few annual events, many small fundraisers and an annual appeal insert in their newsletter once a year. Both their new Principal and Advancement Director were new to advancement, plus the Advancement Director also wore the hats of Admissions Director and Coach.

## APPROACH



Our partner helped the Principal and Advancement Director form a small but mighty team to plan and execute their 24 hour giving challenge. Together, this team and our Partner:



**Established the Newman Fund**



**Set a stretch goal of \$100,000**



**Solicited Challenge Donors**

## OUTCOMES



1

### The Newman Fund

The Newman Fund supports the operating budget of the school and impacts every facet of student life inside and outside the classroom. It will advance their mission through student programs, faculty excellence, technology, and campus needs for years to come.

2

### Raised Significant Funds

The 24-hour giving challenge raised \$367,950 from 353 supporters. This was the first time the school came together in such a significant show of support.

3

### Commitment to Sustainable Fundraising

Newman Central Catholic made a commitment to themselves and their community to halt all former transactional fundraising methods and commit to developing and building a relational and sustainable annual giving model.