



# Flourishing Together

WESTMINSTER SCHOOLS OF AUGUSTA'S  
DEVELOPMENT PLAN, 2025-2026

LET US CONSIDER HOW TO STIR UP ONE ANOTHER TO

# Love and Good Works!

These words are a core part of *Hebrews 10:24-25* – Westminster’s theme Bible verse for the 2025-2026 school year. The verse continues, “not neglecting to meet together, as is the habit of some, but encouraging one another, and all the more as you see the Day drawing near.”

What a beautiful reminder to live with an eternal perspective, encouraging and exhorting one another in love, and pressing each other toward excellence in all things.

In this spirit, Westminster will launch a new five-year strategic plan in 2025 that will shape the future of the school, its commitment to excellence in college-preparatory education and dedication to equipping students to live extraordinary lives for Jesus Christ. The comprehensive roadmap – titled *Flourishing Together* – is a collective effort of our entire Westminster community. It embodies our commitment to continuous improvement, innovation, and adaptability in the face of challenges and opportunities, and we invite your family to walk alongside us in this exciting journey.

In alignment with our strategic plan, Westminster will focus its fundraising efforts this year on forging strategies to support the needs of the **people, places and programs** that are unique to the school’s primary purpose of molding all who enter our campus into spiritually mature and intellectually prepared servant-leaders of Christ.

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## WESTMINSTER BY THE NUMBERS:

635

Student enrollment for the start of the 25-26 school year, the highest in Westminster’s 53-year history.

91%

Student retention and AP scores pass rate – highest in school history.

100%

Retention of Upper School faculty – reinforcing our commitment to relational learning.

# A Visionary Fund

This year, for the first time in school history, tuition covers the full cost to educate our students. As a result, the Westminster Fund will no longer be a reactionary fund, focused on bridging the gap in the operating budget to in essence, keep the lights on so to speak.

It will be a visionary fund focused on investing in the people, places and programs that make Westminster unique, which is at the center of the school's new 5-year strategic plan, Flourishing Together.



## People

**Goal:** Implement strategies to attract, recruit, retain and develop the best, mission-appropriate faculty

**Strategic Objective:** Continue to work on market-competitive salaries to meet or exceed 85% of local county teacher pay



## Places

**Goal:** Further invest in yearly improvements, deferred maintenance and general upgrades to school facilities

**Strategic Objective:** Allocate surplus contingency funds to an operating cash reserve equal to 12.5% of operating budget expenses



## Programs

**Goal:** Enhance instructional practice in all academic disciplines with an emphasis on ELA and STEM

**Strategic Objective:** Develop and grow opportunities for design-based thinking, beginning in the Lower School with the Innovation Lab and a new ELA curriculum

# How will we do it?

Westminster will create a vibrant annual fund that offers donors a variety of activities to get involved and provide continuous input for what they desire in their gift-giving to develop a lasting relationship for philanthropic support.

## Overall Goal – \$300,000

Monthly Projections									
September		October		November		December		January	
\$15,000	5%	\$30,000	10%	\$75,000	25%	\$105,000	35%	\$135,000	45%
February		March		April		May		June	
\$165,000	55%	\$195,000	65%	\$225,000	75%	\$270,000	90%	\$300,000	100%

During the fall semester, the school will rebrand its Giving Tuesday campaign under the theme, One Day for WSA! The new giving day will use an interactive crowdfunding site to energize and unify support for Westminster across all constituency groups (students, current families, alumni, alumni parents, etc.). The day will feature competitions, challenge gifts and prizes.

## Giving Tuesday Goal – \$150,000

In the spring, Westminster will host an engaging auction that brings together the school community to celebrate and raise support for our mission. The Office of Institutional Advancement will assemble a committee of 20+ volunteers to plan and execute the event.

## Auction Goal – \$140,000

Participation Goals	
Faculty and Staff	100%
Board of Trustees	100%
Parents	90%
Alumni	10%

# A Compelling Case

The Office of Institutional Advancement will develop and implement a comprehensive marketing and communication plan that reflects a highly coordinated advancement operation, built to inspire support from donors of all levels. The following cultivation strategies will inform donors and bring them closer to our mission.

## Email and Text

Westminster will provide regular email and text communication, at least quarterly, on upcoming and ongoing advancement developments and efforts.



## Major asks

Using personalized proposals, Advancement will create a one-ask approach among major donors (\$10,000 and higher) that fosters a culture of collaboration and shared purpose within the school and ensures that all fundraising efforts are aligned with the institution's strategic priorities.



## Print

The school will explore producing high-quality print materials that include compelling content, personalized messaging, and timely delivery to engage donors.



## Westminster Annual Gift Proposal

August 7, 2025

Prepared for  
Willie Wildcat

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# Meet the Team

Building and sustaining a successful educational program in an independent school setting requires support and commitment from all members of the school family – from the Head of School, Board of Trustees, faculty, and staff to students, parents, grandparents, alumni, and friends.

The Office of Institutional Advancement coordinates the charitable involvement from these different groups, in accordance with the strategic and missional priorities set forth by the school's Board of Trustees. Reach out to any team member below for more information about how to get involved:



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