

Advancement, Fundraising, and Enrollment Sessions

Thursday, June 18, 2020

Essential Information and Questions Targeting Participant Conversation:

- **Safety Grant (Kim)**
 - Unique expenses (from R2S Committee) to target specific donors
 - Survey of Parents (Kim has sample)
- How have you communicated with your donors and what have you explicitly shared?
- Once the Return to School Plan is complete, work with principal to access completed “summaries” from sections that could be used on websites and social media pages
- What have you done or created specifically targeting enrollment?
- Have you designed a digital media strategy? If so, what does it look like? If not, what components should be included in a digital media strategy?
- What advertisements have you used and where have they been run?
- What virtual activities have you created or will be creating?
- How are you demonstrating successful remote learning that occurred?
- Are you utilizing testimonials? If so, how?
- Ongoing effort to create content
- Have you or will you develop a fundraising plan? What does or will that look like?
- Have you set up a COVID-19 Tuition Assistance Program?
- What connections with alumni have you been doing or thinking about creating?