

First State Military Academy  
 Year 1 Fundraising Plan  
 November 2012

Newly approved public charter schools in Delaware historically have received \$725,000 in federal start up-funds during the school’s planning year and first two years of operation to support costs associated with opening a new charter school. However, because of a change in the federal charter school start up grant program, charter schools approved by the state after May 2012 will no longer benefit from this funding and must seek private donations to ensure a successful launch. To supplement First State Military Academy’s (FSMA) projected budget during the planning years and first four years of operation, the Board of Directors will be actively engaged in fundraising to cover approximately \$475,000 in start-up related costs. Additional funding necessary will include a capital loan and an operating loan. Some preliminary conversations have been had with three funders – The Rodel Foundation of Delaware, The Longwood Foundation, and The Welfare Foundation. Following approval, the FSMA board with the help of Innovative Schools, will complete grant applications for each foundation’s earliest available grant cycle.

Fundraising will begin following the State’s approval of the FSMA charter application and will be managed by the Finance and Facilities Committee of the board in partnership with the school leader and CMO. FSMA plans to contract with Innovative Schools for Back Office Support services following charter approval; Innovative Schools will ensure that appropriate accounting protocols are in place to accept philanthropic donations.

To support the school’s athletic program, FSMA also intends to launch a separate athletic booster club, with its own 501c3 that will be led by FSMA parents. Additional details about the booster club follow information about the school’s fundraising plans.

**SECTION 1: ORGANIZATIONAL FUNDING GOALS**

<b>Need</b>	<b>\$ GOAL</b>
School Leader-Planning Year	\$90,000
Start-up related expenses	\$725,000
Capital Expenses	\$477,800
<b>TOTAL NEED</b>	<b>\$1,292,800</b>
<b>Revenue</b>	
Operating Loan	\$600,000
Capital Loan	\$450,000
Fundraising	\$475,000
<b>TOTAL POTENTIAL REVENUE</b>	<b>\$1,525,000</b>

**SECTION 2: FUNDRAISING GOALS BY SOURCE**

Potential Revenue By Source

<b>Revenue sources</b>	<b>Projected \$</b>
Individual donors	\$14,000

Foundation grants	\$550,000
Corporate gifts	\$15,000
Special events	\$10,000
<b>TOTAL REVENUE</b>	<b>\$589,000</b>

Projected Revenue By Fundraising Strategy

<b>Fundraising strategies</b>	<b>Projected \$</b>
Individual Donors	
Board of Directors	\$10,000
Online/email giving	\$1,000
Brick Campaign (\$50/brick)	\$3,000
Foundation Grants	
Longwood Foundation	\$250,000
Welfare Foundation	\$150,000
Laffey McHugh Foundation	\$20,000
Crystal Trust	\$20,000
Gilliam Foundation	\$10,000
Rodel Foundation of Delaware	\$100,000
Corporate Gifts	
Delaware Business Roundtable	\$15,000
Special Event	
FSMA Opening Celebration	\$10,000
<b>TOTAL REVENUE</b>	<b>\$589,000</b>

<b>Other Benchmarks</b>	<b>Projected</b>
# Donors >\$250	10
# Donors <\$250	75
# Individual donors	85
# Face to face donor meetings	20
# Names on donor email list	400
# Website donations	50

**SECTION 3: FUNDRAISING STRATEGIES**

**INDIVIDUAL GIFTS**

<b>STRATEGY</b>	<b>ACTIONS</b>	<b>STAFF INVOLVED</b>
Solicit donations from Governing and Founding Board of Directors. Goal is to raise a minimum of \$10,000, with 100% of the Board contributing at giving levels that are reasonable yet	<ul style="list-style-type: none"> <li>• Develop Board Solicitation Letter</li> <li>• Discuss Board Giving Goal at June Board Meeting</li> <li>• Identify key point of contact to have individuals conversations with each Board member to answer any questions</li> <li>• Send reminder emails to those individuals that do</li> </ul>	Finance and Facility Committee/Commandant

<p>meaningful to each of them.</p>	<p>not submit donation in October and March.</p> <ul style="list-style-type: none"> <li>• Submit thank you and donor acknowledgement letter for tax purposes with-in one week of their gift.</li> <li>• Update Board on progress with meeting Board giving Goal at monthly Board meetings.</li> </ul>	
<p>Create awareness about FSMA fundraising needs by establishing an Online/Email Giving campaign.</p> <p>Goal is to raise a minimum of \$1,000 utilizing this resource, with at least 40 individuals donating \$25/person.</p>	<ul style="list-style-type: none"> <li>• Develop text and giving levels for online giving page that clearly communicates needs and impact of gift.</li> <li>• Research companies that provide customized online giving services</li> <li>• Select provider by July 1, work with Innovative Schools to have online giving incorporated into website</li> <li>• Reach out to local non-profit organizations to help advertise the online giving campaign in their newsletters.</li> <li>• Develop messaging to be included on all print materials directing individuals to the online giving section of the FSMA website.</li> <li>• Develop and send electronic email about FSMA fundraising needs; send out twice during the year in December and in June to entire email list.</li> <li>• Work with Innovative Schools to ensure that online giving is properly recorded in FSMA financial records</li> <li>• Monitor progress on donations monthly</li> </ul>	<p>Finance and Facility Committee/Commandant / Innovative Schools</p>
<p>Engage individuals in FSMA Capital Campaign by establishing a “Brick Campaign.”</p> <p>Goal is to raise a minimum of \$3,000 using this strategy, with at least 60 individuals purchasing a brick for \$50.</p>	<ul style="list-style-type: none"> <li>• Discuss Brick Campaign idea with architect and landscapers prior to construction to determine best way to incorporate strategy into building design, determine size and finish of bricks</li> <li>• Research companies that provide brick engraving services</li> <li>• Develop flyer about the Brick Campaign; incorporate messaging onto website as well</li> <li>• Develop thank you letter/donor acknowledgement form to send to individual who purchase brick.</li> <li>• Acknowledge donors on FSMA website and at FSMA Opening Celebration</li> </ul>	<p>Finance and Facilities Committee/Commandant</p>

**FOUNDATION GRANTS**

<b>STRATEGY</b>	<b>ACTIONS</b>	<b>STAFF INVOLVED</b>
<p>Solicit donations from local Foundations. Goal is to raise a minimum of \$550,000</p>	<ul style="list-style-type: none"> <li>• Research information on Foundations to determine grant deadlines, application criteria, etc.</li> <li>• Identify main contact at Foundations and schedule</li> </ul>	<p>Finance and Facilities Committee/</p>

<p>from this resource.</p>	<p>face-to-face meeting to share information about the school and discuss the Foundation’s goals and giving interests</p> <ul style="list-style-type: none"> <li>• Write applications, have at least 3 proof readers review application before submission</li> <li>• Follow-up with contact after outcome of proposal is known; submit thank you letter.</li> <li>• If application was not funded, ask contact for feedback.</li> <li>• If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year.</li> <li>• Acknowledge all gifts on FSMA website. Update Board on progress.</li> </ul>	<p>Commandant / Innovative Schools</p>
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**CORPORATE GIFTS**

<b>STRATEGY</b>	<b>ACTIONS</b>	<b>STAFF INVOLVED</b>
<p>Solicit donations from local corporations. Goal is to raise a minimum of \$15,000 to support the cost of school van.</p>	<ul style="list-style-type: none"> <li>• Identify contact to inquire about a presentation for the Delaware Business Roundtable.</li> <li>• Develop presentation; appropriate materials to share at meeting.</li> <li>• Determine if there is an application process.</li> <li>• Send thank you note and schedule individual follow-up meetings with each representative on the Delaware Business Roundtable to build key relationships.</li> <li>• Follow-up with contact after outcome of presentation is known.</li> <li>• If application was not funded, ask contact for feedback.</li> <li>• If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year.</li> <li>• Acknowledge all gifts on FSMA website.</li> <li>• Update Board on progress; share info with key stakeholders in monthly newsletters</li> </ul>	<p>Finance and Facility Committee/ Commandant / Innovative Schools</p>

**SPECIAL EVENTS**

<b>STRATEGY</b>	<b>ACTIONS</b>	<b>STAFF INVOLVED</b>
<p>Organize a fundraising cocktail hour to coincide</p>	<ul style="list-style-type: none"> <li>• Determine best date for the Opening Celebration</li> <li>• Identify key people to manage opening celebration,</li> </ul>	<p>Finance and Facility</p>

<p>with FSMA opening celebration. Goal is to raise a minimum of \$10,000 from this event with at least 50 individuals contributing a minimum of \$250</p>	<p>develop timeline with key dates</p> <ul style="list-style-type: none"> <li>• Ask a Board member to donate home for purposes of cocktail hour</li> <li>• Identify caterer</li> <li>• Develop invitations</li> <li>• Develop invite list</li> <li>• Identify key guest speaker to attend</li> <li>• Solicit gifts for silent auction</li> <li>• Develop materials to share with guests</li> <li>• Send thank you letters to all guests and businesses that donated prizes</li> <li>• Acknowledge all gifts on FSMA website</li> <li>• Update Board on progress; share info with key stakeholders in monthly newsletters</li> </ul>	<p>Committee/ Commandant / Innovative Schools</p>
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**SECTION 4: SUPPORT MATERIALS (TO BE DEVELOPED)**

- Case for support describing the funding needs and the school’s benefit to the community (will utilize materials developed for marketing purposes)
- First State Military Academy 501 c3 letter (to be obtained)
- First State Military Academy Board of Directors List (to be obtained once governing Board has been selected)
- Project budgets for each giving area identified (to be developed once building site has been selected, quotes obtained for school van and technology)
- Board Solicitation Letter
- Donor acknowledgement letter
- Audit (to be obtained Year 2 of operation)

**ATHLETIC BOOSTER CLUB**

To support the school’s athletic program, FSMA will start a separate athletic booster club in Year 1, with the support of Founding Board member, Dave McGuigan, who supported the launch of a similar booster club at Delaware Military Academy. During the school’s first year of operation, FSMA will recruit interested parents to help establish and run the FSMA Booster Club Board as volunteers. Set up under a separate 501c3 and governed by separate by-laws, the booster club will be directly responsible for raising funds for the school’s extracurricular sports activities. The booster club will work directly with the Athletic Director, hired and paid by the school, to establish the annual fundraising goal based on needs identified by the Athletic Director. All coaches will also be considered employees of the high school, and will paid by the high school. All fundraising accomplished by the booster club will be kept in a separate bank account and managed by the FSMA Booster Club Treasurer. In establishing the booster, Mr. McGuigan will work with the treasurer of the Delaware Military Academy booster club to ensure that appropriate protocols are followed for FSMA.

Because all sports will be considered Junior Varsity until the school’s first senior class, athletic programs in the first three years of operations will be selected based on student interest and what the

school is able to afford. As the school and student interest in participating in extra-curricular sports activities grows, additional sports will be added.

Students wishing to participate in sports activities will be required to pay a fee. Fees will be established together by the Athletic Director and the FSMA Athletic Booster Club Board. A scholarship fund will also be established to ensure that all students, regardless of income, are able to participate in sports should they wish. In addition to collecting athletic fees from participating students, the FSMA Athletic Booster Club will raise funds in a variety of ways such as:

- Annual golf outing
- Annual auction
- Spirit wear sales
- Car wash
- Bake sale
- Pizza sale
- Business sponsorships
- Alumni giving

Annual fundraising goals will be established in Year 1 of operations, as the school gets a better sense of the sports that students are interested in and will be adjusted at the first meeting of the booster club each September.