

Case Study

***The For Our Future Professionals Create
An Unprecedented Success in a Least Likely School***



A Conservative Catholic High School Reaps the Benefits of Combining Technology with School Spirit and Fills the Coffers

St. Victor's High School is a very normal Catholic institution in every regard. They administer to approximately 900 students in a Chicago suburb of average household income that has not been shielded in any way from the ravages of the economic downturn that has steadily dried up donor dollars and disabled traditional fundraising events and techniques over the years.

The school's Development Director was tired and decidedly discouraged when ForeOurFuture appeared on the scene.

However, things changed quickly when she was shown a five minute slide show that was delivered via a hand-held tablet. As she relates it now, *"I got the concept right off the bat. I like the simplicity of it all and the fact that it was something different that would probably appeal to our students and their parents both."*

She was right.

The FOF support team took over where the sales rep had left off and began by contacting her by phone with instructions on how to enroll her school in a custom designed fundraiser over the internet. She followed their step-by-step instructions and was signed up, as she puts it, "within ten minutes." The rest was even easier.

The FOF consulting team was able to help the school identify a 'rallying point' around which they could help the Development Director build a strong case to help bolster and drive participation. They explained that this 'rallying point' is not a necessary step in the process but because of FOF's deep dedication to making every event as successful as possible, their research and experience has determined that localized emotional events can draw their communities together and not only raise funds in their name, but help heal emotional wounds and build stronger bonds at the same time.

In this case, the FOF team discovered that the death of a long-time coach, Coach Harpin, had hit the school hard and was the perfect 'rallying point' to build the fundraiser around. Each case will vary since FOF's fundraisers are always unique, but this one was perfect because the cause was clear and compelling, "to help deserving students attend Saint Victor High School by providing needed financial assistance through the funding of the Tom Harpin Memorial Event." This could ONLY have happened via the unique fundraising vehicle provided by the ForeOurFuture team!

With the website designed and functioning by the first day, the publicity and public relations had to be put together along with the mechanics of custom driving donorship so the FOF support team stepped in again. They wrote the script that the school's cheerleading squad and wrestling team used to call students, parents, and alumni to let them know about the

fundraiser, they suggested posters and supplied copy and press releases so that the students who were supplying the energy and muscle to make this event work could feel empowered.

Success was not slow in coming.

The event brought in *\$31,199 through 190 participants, 52% of which were brand new donors, 73% of the revenue coming from tournament play with another 27% coming from donations that were mailed in or hand delivered as a result of the planning, support, advice, assistance and technical muscle that FOF delivered to their fundraising partner.*

The FOF team did not disengage after the event was over. They wanted to poll participants to find out what their reactions were so that they could leave a pleasant lasting impression with the school which would serve to strengthen the bond between them. You see, FOF is not a transaction oriented team, they're relationship driven. FOF is built to form long-term relationships with lasting benefits so that these events can be changed up and run regularly with or without a 'rallying point' like coach Harpin.

The reactions of donors at St. Victor were not dissimilar to what FOF had experienced at their other events. The donors like the ease of donating; they like the fact that they got an instant tax-deductible receipt online and did not have to wait or bother the school to receive it; they liked the fact that there was not person pressuring them to donate more than they felt comfortable with; they liked the fact that they were helping their school (it was for a good cause); and they liked the friendly competition of the whole event which kept them tuned in to see who was winning. A couple of the students commented on how they noticed that it was very hard to "cheat the event" since the algorithm that discourages this was hidden but effective but, of course, they did not admit to trying to cheat themselves.

Typically, the financial spoils of events like these is dispersed as the schools choose, but in this case they went to a Memorial Scholarship for the late coach. Many other schools choose to reinvest in the infrastructure, buy goods or improvements for their classrooms, pay for sporting event travel or update their sporting equipment,

uniforms, and locker rooms. The FOF staff has a big impact on how these funds are reinvested in the school because the power of suggestion has a big impact when FOF is explaining how the school can acquire funds that they did not foresee or expect and, of course, FOF always gives 100% of the credit to the students who man the phones, hang the posters and talk up the giving spirit.

There is no aspect to this whole process that is anything less than, "*win-win*"!

MAKING IT HAPPEN

"You guys don't blink!"
That's how Jimmy Jones summed up Fore Our Future's supportive engagement style. "What I mean," he explains, "is that you look the fundraising team in the eye and tell it like it is. You're honest and upfront! I like doing business with people who are direct and do what they say!"



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