



## **STRATEGIC DEVELOPMENT PLAN 2022-2023**

### **The PCHS Fund**

**Goal A: Execute successful annual fund appeal that meets established goals for participation for faculty, board, parents, grandparents, alumni, friends and others.** (Implementation: Director of Development supported by Executive Director, CBO and Board)

- Action Step 1: Generate fresh and exciting marketing approach by end of July with mailing set the first week of August.
- Action Step 2: Board members and members of the Development Committee to call friends and friends of friends to support The PCHS Fund.
- Action Step 3: Maintain yearly goal of 100% annual participation by board and faculty.
- Action Step 4: Strategically plan small group receptions with potential major donors.
- Action Step 5: Encourage annual fund donors to explore and, where possible, secure matching gifts through their employers.
- Action Step 6: Create campaign throughout the year to increase participation based upon needs and donor interest.
- Action Step 7: Take advantage of face-to-face opportunities (such as open houses, Back-to-School Night or other parent meetings) to highlight The PCHS Fund.
- Action Step 8: Develop appropriate and creative ways of acknowledging donors such a photo post cards and emailed video thank you.
- Action Step 9: Specify and promote improvements and/or purchases made possible by annual fund donations. Conduct parent survey at conclusion of campaign.
- Action Step 10: Specify specific uses of campaign funds to insure they are consistent with the long term strategic needs of the school and are in conjunction with the LCAP goals. **(LCAP Goal #2 and #20)**
- Action Step 11: Create a Corporate Sponsor program and acknowledge corporate sponsors on school website.
- Action Step 12: Create an annual development budget.

### **Alumni Relations**

**Goal A: Develop and implement opportunities for alumni to remain connected to PCHS.**

(Implementation: Director of Development, Executive Director, Alumni Association and other faculty and staff well connected to alumni)

- Action Step 1: Update and improve Almalbase platform on PCHS website that is an interactive network for all alumni engagement.
- Action Step 2: Recruit class agents (utilizing chairs of annual reunions), identify agent responsibilities, and capitalize on their abilities to improve communications between PCHS and alumni groups from each year since the school's inception.

- Action Step 3: Seek to have alumni return to campus as least once per year, capitalizing on athletic events, homecoming, drama productions and musical performances and graduation to generate increased interest.
- Action Step 4: Host multiple events in the area tailored to various generations of alumni such as hosting a legacy breakfast or acknowledging an Alumni of the Year.
- Action Step 5: Host annual alumni events outside of local area in areas where a high concentration of alumni live.
- Action Step 6: Communicate testimonials, news & updates, once per week for Pali->START program.

**Goal B: Create and maintain an Alumni Network of interested and/or vested volunteers and focus their efforts on fundraising through special events and other collaborative means and select an Alumni Association President.** (Implementation: Director of Development, Executive Director, Faculty and Staff)

- Action Step 1: Select new alumni board members with potential to measurably contribute to fundraising activities and outreach to alumni base.
- Action Step 2: Cultivate a mindset of advancement and increased understanding of fundraising principles in Alumni through proactive education by Director of Development and Alumni class agents.
- Action Step 3: Take advantage of alumni class agent's influence on alumni base by involving them in the promotion of alumni participation in annual fund and planned giving programs.
- Action Step 4: Encourage local alumni involvement and inclusion in auction and other school-led fundraising efforts.
- Action Step 5: Implement a new fall fundraising event (2019) coordinated by alumni board such as a golf tournament where the proceeds are designated for some very specific need or goal.
- Action Step 6: Communicate successes and leadership of the alumni to the greater PCHS community.

### **Planned giving**

**Goal A: Research and pursue opportunities for planned giving.** (Implementation: Director of Development)

- Action Step 1: Utilize school website that explores the following opportunities for planned giving: bequests, gift annuities, life insurance (existing and new policies), revocable trust, charity remainder trusts, IRA and 401k.
- Action Step 2: Generate target mailings for each planned giving vehicle and calendar potential mailing dates.
- Action Step 3: Added planned giving to "Ways to Give" section of school website.

### **Grants**

**Goal A: Research and pursue grant opportunities through foundations, corporate giving programs and federal and state sources (where feasible).** (Implementation: Director of Development, Executive Director, Development Committee and volunteer grant writers)

- Action Step 1: Create a grant writing committee focused on researching funders, writing proposals and reporting on funds received in conjunction with the efforts of the Director of Development.
- Action Step 2: Establish grants calendar with target goals (quantity/dollar amounts) for each fiscal year (by July each year).
- Action Step 3: Work with staff and faculty to understand curriculum, projects, innovations, and future goals in order to match funding opportunities with the appropriate needs.
- Action Step 4: Communicate grant successes to PCHS community and greater public.

### **Capital Campaign**

#### **Goal A: Prepare for and execute capital campaign based on needs identified by strategic plan.**

(Implementation: Director of Development, Executive Director, in conjunction with committee chairs and volunteers assisting in the development effort).

- Action Step 1: Communicate contents of strategic plan to parents and prospective donors in advance of campaign launch.
- Action Step 2: Compile database that incorporates potential campaign donors with specific research on each individual including projected levels of giving and areas of interest.
- Action Step 3: Development capital campaign committee and designate a strong volunteer chairperson. These should be carefully selected individuals who will shape campaign strategy, help cultivate prospects, advice on campaign publications, and assist in articulating goals and needs of the capital campaign to the greater donor pool. These individuals preferably have had previous experience in this area.
- Action Step 4: Initiate campaign five years prior to start of project and secure 50% of funds prior to start of campaign.

### **Endowment**

#### **Goal A: Pursue donations to an endowment fund in order to grow principal by 5% per year.**

(Implementation: Director of Development)

- Action Step 1: Direct prospective planned giving donors to prioritize gifts and bequest to the endowment fund.
- Action Step 2: Identify donors for endowment from broad pool of prospects, reviewing list on quarterly basis. Prospects shall include individuals (current and former parents and grandparents), alumni, corporations, and foundations.
- Action Step 3: Consider launching new alumni event that generates proceeds dedicated to endowment growth (i.e. reunions, homecoming, special events)
- Action Step 4: Use capital campaign as an opportunity to raise endowment funds as part of the overall campaign goal.
- Action Step 5: Donate 10% or more of gifts to The PCHS Fund, as well as proceeds from auction and other special events and fundraisers to the endowment.

### **Development Operations**

#### **Goal A: Improve communications between Development and the greater PCHS community.**

(Implementation: Director of Development, Executive Director, Admin. Asst. - Communications)

- Action Step 1: Maintain and continually update list of funding needs of school.
- Action Step 2: Carefully devise means of articulating funding needs or varying levels and scope to designated donor pool.
- Action Step 3: Educate and inspire members of the development effort to serve as liaisons to possible fundraising opportunities and ambassadors to improved donor and prospect relations.
- Establish a Development Committee of members with previous development experience and are well connected to the community at large. Involve at least one (1) board member, (1) parent, (1) Booster Club member and (1) Alumni Association member.





# FUNDRAISING HISTORY

Category	2015	%	2016	%	2017	%	2018	%	2019	%	2020	%	2021	%	2022	%
Parent Donations	\$42,190	77%	\$15,879	58%	\$87,956	15%	\$228,812	33%	\$253,127	62%	\$414,100	61%	\$366,841	58%	\$447,621	55%
Foundation Grants	\$0	0%	\$0	0%	\$55,000	9%	\$10,000	1%	\$20,000	5%	\$8,300	1%	\$24,500	4%	\$42,750	5%
Board Donations	\$0	0%	\$0	0%	\$1,929	0%	\$15,510	2%	\$0	0%	\$0	0%	\$1,121	0%	\$260	0%
Faculty & Staff Donations	\$0	0%	\$0	0%	\$1,632	0%	\$321	0%	\$0	0%	\$0	0%	\$527	0%	\$950	0%
Corporate Donations	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
CTE Grants	\$0	0%	\$0	0%	\$379,711	64%	\$268,416	38%	\$0	0%	\$171,045	25%	\$173,107	27%	\$183,141	22%
Perkins Grant	\$0	0%	\$0	0%	\$28,120	5%	\$24,736	4%	\$29,750	7%	\$37,102	5%	\$34,746	5%	\$37,861	5%
Special Events (Net proceeds)	\$12,543	23%	\$11,575	42%	\$12,515	2%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Stadium Renovation Project	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Donor Brick Campaign	\$0	0%	\$0	0%	\$24,850	4%	\$100,333	14%	\$4,071	1%	\$250	0%	\$0	0%	\$1,500	0%
Restricted Gifts Received	\$0	0%	\$0	0%	\$0	0%	\$50,859	7%	\$99,151	24%	\$49,468	7%	\$35,607	6%	\$100,000	12%
<b>TOTAL PROCEEDS</b>	<b>\$54,733</b>	<b>100%</b>	<b>\$27,454</b>	<b>100%</b>	<b>\$591,713</b>	<b>100%</b>	<b>\$698,987</b>	<b>100%</b>	<b>\$406,099</b>	<b>100%</b>	<b>\$680,265</b>	<b>100%</b>	<b>\$636,449</b>	<b>100%</b>	<b>\$814,083</b>	<b>100%</b>
Postage expense	\$0	0%	\$0	0%	\$1,549	6%	\$6,136	12%	\$3,038	6%	\$3,648	12%	\$1,732	7%	\$1,094	4%
Paper expense	\$0	0%	\$0	0%	\$105	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Design & Marketing	\$0	0%	\$0	0%	\$5,875	24%	\$8,300	17%	\$6,705	13%	\$3,600	12%	\$3,710	16%	\$4,932	18%
Printed Materials	\$0	0%	\$0	0%	\$1,621	7%	\$7,745	15%	\$10,746	22%	\$5,703	19%	\$3,049	13%	\$1,530	6%
Donor Perfect	\$0	0%	\$0	0%	\$3,057	13%	\$2,496	5%	\$2,496	5%	\$5,086	17%	\$2,129	9%	\$4,098	15%
Foundation Directory Online	\$0	0%	\$0	0%	\$999	4%	\$999	2%	\$1,499	3%	\$0	0%	\$0	0%	\$0	0%
Almabase	\$0	0%	\$0	0%	\$999	4%	\$5,000	10%	\$0	0%	\$0	0%	\$7,500	32%	\$7,500	28%
Classy	\$0	0%	\$0	0%	\$999	4%	\$3,588	7%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
California Consulting	\$0	0%	\$0	0%	\$999	4%	\$9,000	18%	\$17,688	35%	\$0	0%	\$0	0%	\$0	0%
Professional Development	\$0	0%	\$0	0%	\$585	2%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Give away items	\$0	0%	\$0	0%	\$5,641	23%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Advertising	\$0	0%	\$0	0%	\$0	0%	\$2,327	5%	\$670	1%	\$1,515	5%	\$0	0%	\$0	0%
Donor Bricks	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$2,050	7%	\$0	0%	\$100	0%
Office Supplies	\$0	0%	\$0	0%	\$225	1%	\$0	0%	\$286	1%	\$0	0%	\$0	0%	\$0	0%
Transaction fees	\$0	0%	\$0	0%	\$1,730	7%	\$4,626	9%	\$6,725	13%	\$8,793	29%	\$5,247	22%	\$7,812	29%
<b>TOTAL EXPENSES</b>	<b>\$0</b>	<b>0%</b>	<b>\$0</b>	<b>0%</b>	<b>\$24,384</b>	<b>100%</b>	<b>\$50,217</b>	<b>100%</b>	<b>\$49,853</b>	<b>100%</b>	<b>\$30,395</b>	<b>100%</b>	<b>\$23,367</b>	<b>100%</b>	<b>\$27,066</b>	<b>100%</b>
<b>TOTAL NET PROCEEDS</b>	<b>\$54,733</b>	<b>100%</b>	<b>\$27,454</b>	<b>100%</b>	<b>\$567,329</b>	<b>96%</b>	<b>\$648,770</b>	<b>93%</b>	<b>\$356,246</b>	<b>88%</b>	<b>\$649,870</b>	<b>96%</b>	<b>\$613,082</b>	<b>96%</b>	<b>\$787,017</b>	<b>97%</b>



## 5 Year Goals

Category	2021	2022	2023*	2024*	2025*	2026*
Parent Donations	\$366,841	\$447,621	\$492,383	\$541,621	\$595,784	\$655,362
Foundation Grants	\$24,500	\$42,750	\$47,025	\$51,728	\$56,900	\$62,590
Board Donations	\$1,121	\$260	\$286	\$315	\$346	\$381
Faculty & Staff Donations	\$527	\$950	\$1,045	\$1,150	\$1,264	\$1,391
Corporate Donations	\$0	\$0	\$0	\$0	\$0	\$0
CTE Grants	\$173,107	\$183,141	\$270,372	\$283,891	\$298,085	\$312,989
Perkins Grant	\$34,746	\$37,861	\$37,861	\$39,754	\$41,742	\$43,829
Special Events (Net proceeds) - Promotions	\$0	\$0	\$0	\$0	\$0	\$0
Restricted Gifts	\$35,607	\$100,000	\$100,000	\$0	\$0	\$0
Donor Brick Campaign	\$0	\$1,500	\$5,000	\$2,500	\$2,500	\$2,500
<b>TOTAL PROCEEDS</b>	\$636,449	\$814,083	\$953,972	\$920,958	\$996,621	\$1,079,042
Postage expense	\$1,732	\$1,094	\$1,203	\$1,324	\$1,456	\$1,602
Paper expense	\$0	\$0	\$0	\$0	\$0	\$0
Design & Marketing	\$3,600	\$4,932	\$3,710	\$3,896	\$4,090	\$4,295
Printed Materials	\$3,049	\$1,530	\$1,683	\$1,851	\$2,036	\$2,240
Donor Perfect	\$5,086	\$4,098	\$0	\$0	\$0	\$0
Foundation Directory Online	\$0	\$0	\$1,499	\$1,499	\$1,499	\$1,499
Almabase	\$0	\$7,500	\$7,500	\$7,500	\$0	\$0
Virtuous	\$0	\$0	\$14,388	\$9,600	\$9,600	\$9,600
California Consulting	\$0	\$0	\$0	\$0	\$0	\$0
Professional Development	\$0	\$0	\$0	\$0	\$0	\$0
Give away items/Advertising	\$0	\$0	\$500	\$500	\$500	\$500
Donor Bricks	\$0	\$100	\$500	\$500	\$500	\$500
Office Supplies	\$0	\$0	\$250	\$250	\$250	\$250
Transaction fees	\$5,247	\$7,812	\$8,593	\$9,453	\$10,398	\$11,438
<b>TOTAL EXPENSES</b>	\$21,867	\$21,867	\$39,827	\$36,372	\$30,330	\$31,923
<b>TOTAL NET PROCEEDS</b>	\$614,582	\$792,216	\$914,146	\$884,586	\$966,292	\$1,047,119





# PALISADES

## CHARTER HIGH SCHOOL

### 2016-2017

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members-7	72.70%	\$241.12	19.30%	\$1,929.00
Faculty-100	100.00%	\$13.16	135.90%	\$1,632.13
Parents-225	8.70%	\$375.09	24.90%	\$84,394.87

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest	Lowest
100 90024	9	3.60%	\$316.67	\$700.00	\$50.00
142 90025	11	4.80%	\$377.73	\$1,000.00	\$5.00
375 90049	40	17.80%	\$338.63	\$1,000.00	\$25.00
83 90064	13	5.30%	\$394.23	\$2,100.00	\$50.00
144 90066	14	5.90%	\$257.46	\$700.00	\$10.00
43 90077	4	0.40%	\$400.00	\$1,050.00	\$100.00
579 90272	92	41.20%	\$366.72	\$5,000.00	\$10.00
61 90290	7	2.90%	\$171.43	\$350.00	\$25.00
49 90291	10	4.10%	\$265.00	\$700.00	\$15.00
1103 Other	32	14.00%	\$225.11	\$1,050.00	\$5.00

Total Families:  
2579 225 8.72%

### 2018-2019

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members - 6	60.00%	\$1,121.33	48.50%	\$6,728.00
Faculty - 28	20.89%	\$116.82	218.07%	\$3,271.00
Parents - 662	25.17%	\$527.42	71.55%	\$349,151.00

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest	Lowest
77 90401	29	4.38%	\$836.26	\$2,027.50	\$20.00
249 90025	49	7.40%	\$373.77	\$2,027.50	\$20.00
366 90049	95	14.35%	\$512.78	\$6,770.00	\$25.00
103 90064	24	3.63%	\$574.74	\$2,976.00	\$51.50
135 90066	35	5.29%	\$253.55	\$1,051.50	\$20.60
47 90077	9	1.36%	\$697.18	\$2,250.00	\$50.00
574 90272	224	33.84%	\$1,193.79	\$15,000.00	\$20.60
116 90290	16	2.42%	\$255.57	\$1,151.50	\$20.60
963 Other	180	27.19%	\$387.63	\$5,000.00	\$20.60

Total Families:  
2630 662 25.17%

### 2020-2021

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members - 3	25.00%	\$441.33	13.24%	\$2,648.00
Faculty - 3	2.00%	\$105.75	69.20%	\$1,730.00
Parents - 371	11.75%	\$633.85	98.25%	\$392,988.58

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest	Lowest
99 90401	18	4.85%	\$1,149.83	\$4,223.00	\$103.00
318 90025	27	7.28%	\$1,112.92	\$5,000.00	\$51.50
435 90049	51	13.75%	\$1,457.34	\$10,300.00	\$103.00
129 90064	20	5.39%	\$998.05	\$5,000.00	\$103.00
146 90066	22	5.93%	\$587.30	\$2,095.00	\$10.30
40 90077	4	1.08%	\$1,048.25	\$4,525.50	\$154.50
711 90272	137	36.93%	\$1,566.00	\$12,309.00	\$36.05
110 90290	13	3.50%	\$358.54	\$1,300.00	\$30.60
1169 Other	79	21.29%	\$889.93	\$5,150.00	\$10.30

Total Families:  
3157 371 11.75%

### 2017-2018

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members - 2	18.18%	\$7,755.00	103.40%	\$15,510.00
Faculty - 7	5.46%	\$45.84	21.39%	\$320.85
Parents - 630	24.34%	\$389.83	59.36%	\$296,842.32

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest
74 90401	20	3.17%	\$307.64	\$1,061.50
725 90025	29	4.60%	\$378.21	\$1,361.53
630 90049	76	12.06%	\$945.66	\$15,000.00
101 90064	14	2.22%	\$199.96	\$623.15
130 90066	27	4.29%	\$196.40	\$716.00
46 90077	5	0.79%	\$317.20	\$511.00
565 90272	212	33.65%	\$740.10	\$7,757.50
108 90290	9	1.43%	\$211.01	\$1,113.00
51 90291	5	0.79%	\$255.50	\$510.00
265 Other	233	36.98%	\$225.11	\$1,050.00

Total Families:  
2621 630 24.04%

### 2019-2020

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members - 6	60.00%	\$2,999.97	90.00%	\$17,999.80
Faculty - 3	2.00%	\$105.75	21.15%	\$317.25
Parents - 486	27.70%	\$633.85	90.62%	\$453,105.13

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest
79 90401	25	5.14%	\$1,208.93	\$10,300.00
271 90025	29	5.97%	\$547.87	\$5,150.00
362 90049	74	15.23%	\$1,305.02	\$12,360.00
106 90064	16	3.29%	\$1,270.66	\$5,150.00
111 90066	15	3.09%	\$577.07	\$2,000.00
42 90077	7	1.44%	\$1,107.29	\$5,000.00
599 90272	188	38.68%	\$1,051.21	\$12,000.00
107 90290	11	2.26%	\$241.25	\$1,000.00
1041 Other	121	24.90%	\$602.92	\$3,010.00

Total Families:  
2718 486 17.88%

### 2021-2022

<u>Participation by Group:</u>	% Part.	Ave. Gift	% of Goal	\$ Raised
Board Members - 2	16.67%	\$44.63	1.34%	\$267.80
Faculty - 4	3.25%	\$105.75	38.02%	\$950.55
Parents - 374	11.39%	\$633.85	100.69%	\$453,106.13

### Participation by Zip Code:

Total Families by Zip Code	% of Total Families	% of Families in Zip Code	Ave. \$ Gift	Highest
110 90401	18	4.81%	\$1,149.83	\$4,223.00
293 90025	27	7.22%	\$1,112.92	\$5,000.00
462 90049	51	13.64%	\$1,457.34	\$10,300.00
127 90064	20	5.35%	\$998.05	\$5,000.00
143 90066	22	5.88%	\$587.30	\$2,095.00
52 90077	4	1.07%	\$1,048.25	\$4,525.50
695 90272	137	36.63%	\$1,566.00	\$12,309.00
114 90290	13	3.48%	\$358.54	\$1,300.00
1287 Other	82	21.93%	\$889.93	\$5,150.00

Total Families:  
3283 374 11.39%



**Goal Setting Guide**  
School Year 2022-23

**Goals for Foundation Funding**

Foundation	Type	Status	Request	Likelihood
William C. Bannerman	Program Support	Albert I.O. License	\$5,000	50%
SONY Corporatoin	Fim/Media	New source	\$15,000	50%
Cathay Bank Foundation	ESL support	Juan Pablo	\$5,000	75%
Albert & Elaine Borchard Fdn.	Performing arts	Will call foundation	\$10,000	50%
Mara W. Breech Foundation	Professional Development	Supported PD 2021-22	\$10,000	100%
Ahmanson Foundation	Academic Equity	Will call foundation	\$25,000	30%
LA Scholars Investment Fund	Pali Bridges Program	Spoke to program director	\$150,000	50%
CIGNA Health Foundation	Healthier Kids - Mental Health	Discussed with Tammie	\$10,000	50%
Toshiba Foundation	MakerSapce	Supports project based learning	\$25,000	50%
Dr. Seuss Foundation	Improving literacy & learning	Discuss with Monica I.	\$10,000	50%
Lewis A. Kingsley Foundation	Greatest Need	Supported 2016-2021	\$10,000	100%





School Year 2022-23

### Goals for Donor Development

Strategy	Goal	Audience	Description
Alumni Fund	100 Alums @\$50 = 5,000	New Pali Alumni Network webpage	Homecoming/Reunions/#Giving Tuesday/Year-End Campaign
Renew current donors	178 parents @\$2,215 ave = \$394,150	Initial appeal & follow up; eNewsletter & Robocall reminders	Board and Dev. Committee members to identify and call renewing families
Acquire 5 new major donors	5 new donors @ \$5,000 = \$25,000	Reception at Brentwood Country Club/Personal Appeal	Major Donor Reception/Individual meetings w/ Dr. Magee
Increase participation of 90272 zip code by 3.37%; 90049 zip code by 2.96%; and 90024 zip code by 0.08%	47 donors @\$1,000 = \$47,000	Concerted effort of board members, development committee members/Donor receptions	Identify major donors from Paul Revere Middle School in addition to existing families
Continue to engage Alumni to join the Alumni network	Essentially free money for purchases made by alums using this service	Free online membership service	We will be able to direct market our campaign(s) through this website
Goal of 30% participation from incoming 9th grade families	239 donors @ \$500 = \$119,500	New Parent Breakfast/Back-to-School Night/Registration in August	Will work with Rene Rodman to assist with former PRMS parents
Legacy Wall donation from alumni and current athletes	5 donors @ \$500 = \$2,500	488 total athletes (football, soccer, lacrosse, softball, track & Field) represents 17.2% of total student body and 45% of all athletes	Direct mail campaign to parents of these athletes (minus those on scholarship)

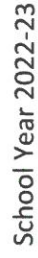
#Giving Tuesday	100 donors @\$350 = \$35,000	Social Media campaign using Facebook and Twitter; one day campaign	Secure a donor willing to match up to \$5,000
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**PALISADES**  
CHARTER HIGH SCHOOL

Dollar Range	2020-21	2021-22	Projected
			2022-23
\$1,000	73	84	
\$1,200 - \$1,500	26	24	25
\$2,000 - \$3,900	34	49	50
\$4,000 - \$5,000	10	14	15
\$5,001- \$9,999	2	0	5
\$10,000+	8	7	8



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