



Seaside School, Inc

Capital Campaign (Foundation Meeting)

Review Consultant Proposal

Published on January 23, 2025 at 1:01 PM CST

Date and Time

Thursday January 23, 2025 at 5:00 PM CST

Location

Seacoast Collegiate High School
109 Greenway Trail

Founded in 1996

Serving Students in Grades 5 - 12

We seek to sustain an educational community where an emphasis on academic excellence is complemented by our concern for each learner's personal growth and intellectual, aesthetic, and psychological development. The curriculum is developmentally responsive – actively engaging students in learning skills in context; integrative – directing students to connect learning to daily lives; and exploratory – enabling students to discover their abilities, interests, learning styles, and ways that they can make contributions to society.

Information on procedures for public comment can be found on our Governance Page. ([Click Here](#))

If anyone needs special assistance to participate in the public input session, every effort will be made to provide an appropriate accommodation. When requesting accommodations for public input, please allow no less than 1 business day notice prior to the scheduled meeting.

Specific issues about a particular student should only be addressed to the school’s Director of Student Services, rather than the Board of Directors.

All public comments will be taken under advisement by the Board, but will not elicit a written or spoken response. The names of persons providing public comment and a brief summary of topics or input will be included in the meeting minutes published. A response will be provided to the stakeholder within seven (7) days.

Agenda

	Purpose	Presenter	Time
I. Opening Items			5:00 PM
A. Record Attendance			1 m
B. Call the Meeting to Order			
II. The Seaside School Foundation, Inc. Board of Directors			5:01 PM
A. Discuss Capital Campaign	Vote	Nick Vlahos	30 m
1. Purpose/Goals of Campaign			
2. History of Campaign: Review Capital Campaign Structure (January 24 - January 25)			
3. Past Consultants Vetted/Hired			
4. Needs/Goals of Campaign			
5. Review Proposal from Consultant (Two Hired Guns)			
III. Other Business			
IV. Closing Items			
A. Adjourn Meeting	Vote		

Coversheet

Discuss Capital Campaign

Section: II. The Seaside School Foundation, Inc. Board of Directors
Item: A. Discuss Capital Campaign
Purpose: Vote
Submitted by:
Related Material: 2HG_Proposal_Seaside_V2.docx



TWO HIRED GUNS CONSULTING

Capital Campaign Strategy & Management Proposal *Seaside School, Inc.*

Vision Statement - Two Hired Guns Consulting (2HG) desires to partner with *Seaside School, Inc.* to cast a dynamic fundraising strategic plan and to launch an effective comprehensive fundraising campaign to secure \$10,000,000+ in new capital funds and additional funds to reduce the current construction debt.

Objectives of the Partnership - Over the contract period 2HG will partner with the *Seaside School, Inc.* to achieve several objectives:

1. Assuming the role of a proxy Advancement Director, the consultant will develop and lead a comprehensive fundraising strategy and will serve in a pivot position between the foundation board & staff, the school board & staff, the event firm, and highly engaged donors
2. Serving as the campaign manager, 2HG will create a fundraising strategic plan to include individuals, corporate partners, charitable foundations, and state & national grants
3. Employ a “boots on the ground” direct fundraising plan with a goal of \$10,000,000+ and additional funds to address the current project debt load
4. Maintain a personal portfolio of donor prospects and apply specific cultivation strategies for each
5. Offer support and guidance to board members and staff as they maintain and cultivate a small portfolio of donor prospects
6. Build a donor prospect gift table in collaboration with the organization
7. Install the remaining building naming opportunities
8. Craft high quality proposals and case for support documents from design assets
9. Articulate a stewardship program in order to thank those who have given, cultivate new and existing donors, and remain connected to the entire Seaside School constituent base
10. Leverage personal relationship with the Hsu Foundation and other local prospects
11. Employ knowledge of the Florida State College System and experience with corporate funding
12. Help establish alternative revenue streams for the community building
13. Leaning on 12 years as a K-12 school president, advise on the creation of new high school programming and curriculum alignment between the various schools and departments

Q1 Workplan (February – April 2025)

- Complete a 12-month fundraising strategic plan
- Assist in the launch of an awareness campaign for the various fundraising projects
- Build a list of current donors and high-level donor prospects
- Schedule 40-50 first round prospect visits
- Craft case for support documents and collateral material
- Cultivate a potential partnership with the Hsu Foundation and other strategic partners as directed by the client

Communication Cadence – 2HG is available for phone, Zoom, or email communication at any time and will attend board and other external meetings as needed. In addition, the consultant will schedule a weekly phone call/Zoom meeting with the appointed team or team members to discuss progress and strategy.

Client Success Stories – 2HG is happy to share a few recent client success stories:

- Completed a multi-million-dollar capital campaign to move the client into a new state-of-the-art facility in Tennessee.
- Secured a multi-million-dollar lead endowment gift for a Florida museum.
- Cultivated and secured the largest single individual gift for a local Florida foundation.
- Secured millions in individual and corporate support for a foundation in Kentucky.
- Completed the site master plan for a large museum in Florida.
- Launched several successful strategic plans for multiple clients across the Southeast.

Terms - The proposed terms of the agreement are as follows:

-12-month engagement period beginning January 2025

-\$10,000 monthly retainer includes 6-7 weekly onsite / prospect visits

-Performance incentive options:

Option #1: A 5% performance incentive is awarded from capital funds raised from all sources on a quarterly basis

Option #2: A 5% performance incentive is awarded for each \$1,000,000 raised from all sources. This is payable at each \$1,000,000 benchmark. At the end of the year, residual donations that did not reach the \$1,000,000 threshold is calculated pro rata and paid in January as a lump sum

-Associated travel costs are included in the fee, except for pre-arranged overnight

accommodations for cultivation / onsite visits when appropriate and for out of town donor visits

-Associated cultivation expenses are not included in the fee. The client will create a manageable reimbursement system or issue an institutional credit card to the consultant

-The agreement can be terminated with a 30-day written notice

Dr. Sean Preston

Two Hired Guns Consulting

Founder & Lead Consultant

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