

Fundraising: It is all about relationships

Liz Brennan, Director of Development

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SEATTLE'S JESUIT COLLEGE
PREPARATORY SCHOOL

SINCE 1891

Every interaction is cultivation

- Carpool line
- Playground
- Volunteers
- School visitors
- School tours (admissions)
- Events – including school Mass

Development is a team sport.

Every interaction builds a successful development program, and everyone plays a role:

- Principal
- Teachers
- Business Office
- Coaches
- Afterschool care staff

People do business with people they know, like and trust.



Do your research

- Who are your top donors to auction or annual fund?
- Be sure to research before you pick up the phone
- Know their names!



Listen.

- The one talking is the one doing the buying.
- Conversations lead to clues about the donor.

It's from the church fundraising committee. They want us to buy tickets to the win-a-cruise raffle.



Just ask.

Genuine Gratitude

Always begin with thank you!
People can never be thanked enough.
Find new and different ways to show your appreciation.
The value of a hand written note.

*Thank
you*



Donors want to know their investment matters.

Share the impact

- Projects supported by fundraising
- Increase staff because of funding
- New equipment or curriculum

Don't be afraid to try something different.



**“What if we don’t change anything at all ...
and something magical just happens.”**

*You make it feel like
a privilege to make a
gift to you.*

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