



Christian Heritage School

FAITH. COMMUNITY. SCHOLARSHIP.



# FUNDRAISING TOOLKIT

A RESOURCE TO HELP YOU ON YOUR JOURNEY TO CHS



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# GETTING STARTED

## WELCOME!

Christian Heritage School is a preeminent Christian K-12 school in the nation. It has been voted a "Top 50 Christian School" by TheBestSchools.org for the past seven years and a "Top 10 Private School in Connecticut" by Niche.com. At CHS we are training the leaders of tomorrow by providing a Christian education that is unrivaled in our region.

**"Christ, in whom are hidden all the treasures of wisdom and knowledge."  
Colossians 2:3**

This statement is at the heart of the mission of Christian Heritage School. As a Christian parent, you understand the value of having your child taught in a school where your worldview is supported, and every subject is taught through the lens of biblical worldview and honors our Creator and Redeemer. At Christian Heritage, we live by the conviction that only in Christ can true knowledge be gained, and true wisdom be learned. Unfortunately, in an increasingly hostile culture, an excellent, faith-based education like this cannot be provided without significant cost. We recognize that an investment in a Christian Heritage School education requires a great deal of planning and sacrifice. No matter what your income level, prioritizing your child's education has a cost and is an investment. We want to assist you as much as possible to be able to afford to give your child this opportunity. This toolkit is designed to offer you some resources and considerations when planning for the cost of your child's Christian Heritage education.



# COMMUNITY GIFT PROGRAM

The Community Gift Program is available for families demonstrating that they need economic assistance. A detailed calculation is used to assess your family's ability to pay for a private education. Every family has a different financial situation; several factors are considered by the formula used. We fully realize that our calculation does not provide for optional, lifestyle related expenditures which would be nice to have but are not necessary. For example, families are asked to prioritize payments for tuition over vacations, extra vehicles, and other lifestyle decisions.

The Christian Heritage Community has been a generous supporter of our Community Gift Program. Many individuals sacrifice so those that need short term financial aid can be helped to afford CHS tuition. With thankful hearts, the administration of Christian Heritage wishes to acknowledge these members of our community. Among these individuals are:

- **Our full paying parents**, who recognize the Gospel call to take care of those less fortunate and who pay the full advertised price because they can afford to do so, knowing that a portion of their full payment helps families receiving assistance to afford the same education for their children.
- **Our generous donor base**, who give sacrificially because they believe in the mission of the school and want to help make a Christian Heritage education accessible to as many children as possible.

Where finances are an issue, we believe that the provision of a Christian Heritage School education must be viewed as a partnership (superintended by God) between the family, the school and our donors.





# WHY FUNDRAISE?

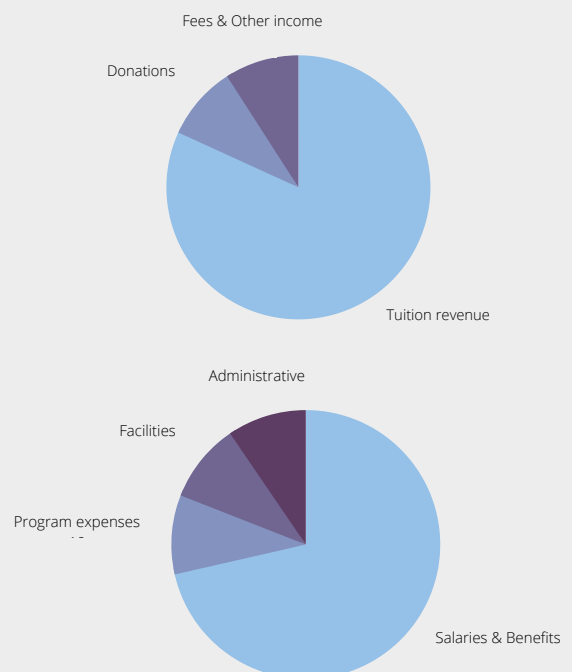
The school depends on every tuition dollar charged to support our team of Christian educators and to provide the best possible learning environment for your children, including our beautiful campus and facilities. The full cost for tuition does not cover the entire cost of our CHS Education Program. Other income and donations are sought to help support the CHS budget. The advertised full tuition cost (the maximum that any family is asked to pay) covers about 90% of our operating costs.

Fundraising for your education is a great way to invest in your experience, get excited for your future and share your life with your community.

Also, you will learn important lifelong lessons and gain experience in all aspects of fundraising. The process of fundraising is not a way to get money for something you want – it is hard work and will help connect you to your community. The skills of project planning, network building, and setting financial goals are not only relevant to fundraising, but also important practice for the future. Even if you receive funding to cover part of your tuition – such as the CHS Community Gift Program- you will always need to plan for some out-of-pocket costs such as uniforms, after school activities and clubs, etc.



## CHS BUDGET





# FIND YOUR "WHY?"

Before you start asking people to help, it is important to reflect on what you are asking for. Why should they help you? If you explain what you are doing, why you are doing it, and what it means to you, it will be easier to motivate others to contribute to your cause.

1. What motivated you to have your child apply to Christian Heritage School?

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2. What stands out to you about Christian Heritage School? Why CHS versus other schools?

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3. What are your child's goals for after high school graduation?

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4. How will studying at CHS help them toward achieving their goals?

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5. How can people help? What do you need from them? Sponsorship? One-time donation?

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# IDENTIFY YOUR NETWORK

WHO IN YOUR LIFE IS READY AND AVAILABLE TO HELP?

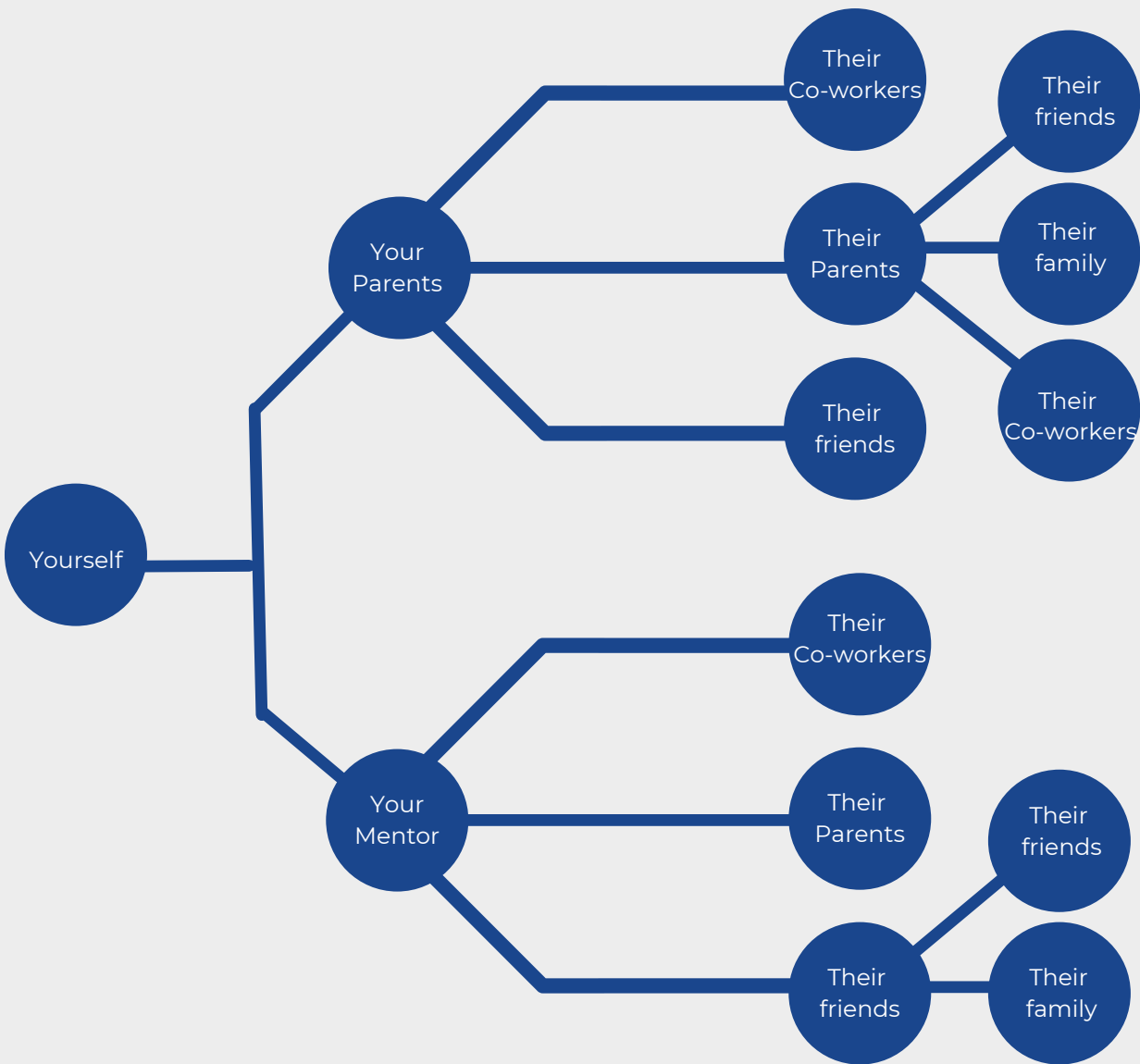


Start by identifying your network. These will be people close to you with whom you can share updates about your fundraising efforts – but don't stop there. The real impact comes from asking these people in your network to share the information with their network. Take a look at this sample on the next page, see how quickly this network expands? Imagine all of the people contained in each of those subcategories. Expanding your circle of influence can help you achieve your fundraising goals.

**On a blank sheet,  
outline your network.  
What clubs or groups  
are you a part of? Who  
else can you add to your  
network? See how far it  
can stretch. See the  
next page for an  
example.**



# EXAMPLE NETWORK OUTLINE





# 8 FUNDRAISING IDEAS

1

## 529 SAVINGS PLAN

The state of Connecticut recently expanded education savings accounts to be eligible for private K-12 school tuition (formerly they were only applicable to college tuition). Please refer to an investment counselor/ financial planner for more information on this opportunity.

2

## CHURCH AND OTHER FAITH COMMUNITIES SPONSORSHIP

Some churches or faith based organizations may be willing to sponsor you with the cost of tuition. We can share documents focusing on CHS and its mission for you to present to your community as well as a **sponsorship action plan**.

3

## FAMILY MEMBERS

Some of our families reach out to grandparents or other family members for assistance with tuition investment. Please note that such help is not considered a tax-deductible contribution to the school, but many find it is a blessing to partner with you. We have provided you **sample letters on pages 10 & 11** for you to get you started!

4

## CROWDFUNDING

When done right, crowdfunding can be very successful. However, this method takes a lot of time and effort. Before creating your page, it is very important that you identify your network and nail down your goals in the beginning of this toolkit. Make sure you research which site would be best for your needs. Some examples of sites are: GoFundMe.Com, FundRazr.com, Generosity.com, Razoo.com and Fundly.com



# 8 FUNDRAISING IDEAS

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## TUITION LOAN

Some banks may work with parents to loan funds for tuition payments. Reach out to your local bank to see if this is something that they could help you out with.

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## PAYMENT PLANS

CHS offers flexible, interest-free payment plans for tuition that can be tailored, to some extent, to your cash flow situation. Please contact the school Finance Office for further information. Our Director of Finance is Vicky Wiegand and her email is [vwiegand@kingsmen.org](mailto:vwiegand@kingsmen.org).

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## SUPPLEMENTAL EMPLOYMENT

Are there any additional sources of income that you can tap into? A "side-hustle" can be a great way to give you some residual income that could help you lower the costs.

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## ELIMINATE UNNECESSARY EXPENSES

Where are you spending money that you can easily give up? Eliminate extra subscription services, eating out frequently, memberships, etc. Making sure you get rid of additional expenses and staying on a budget can free up more funds than you may realize.



# SPONSORSHIP ACTION PLAN



Sample sponsorship groups:

Church leaders • Family members • Family friends • Neighbors • Group leaders, Coaches, etc.

**1. Start drafting your sponsorship letter.** Make sure that you are writing your letter in a way that is customized and appropriate for each person.

**2. Make it personal.** Choose a time to hand out your letter in-person and be able to chat with your sponsor about your "why."

**3. Make sure to follow up.** Make a phone call or an email to follow up with your various sponsors and be sure to thank them.

4. If you have an upcoming birthday or holiday, ask family members to contribute to your education instead of giving gifts.



# PARENT

# SAMPLE LETTER

GOAL: \_\_\_\_\_

FUNDS RAISED: \_\_\_\_\_

Dear Ms. Jacobs,

Recently my child, NAME, has been accepted to Christian Heritage School. We have been praying for an opportunity that will allow him/her to have an education that is based on a biblical worldview and be a better atmosphere for learning. In addition to this being a Christian School, it is a very academically rigorous school and has been named one the Top 50 Christian Schools in the nation. Attending this school will allow him/her the ability to achieve his academic, athletic and personal goals.

(Explain your "why" here)

School tuition includes books, classes and technology. This is where I need your help! While I have received assistance from the school I still need to raise \$\_\_\_\_\_. Would you be willing to help me achieve this goal? Any amount would be so appreciated by our family!

Your donation means the world to us! It will help NAME on his/her journey towards receiving the type of education that will train him/her up academically, socially and spiritually, and therefore put him on the right path for his future! This would be a *life - changing donation* for my child. I will be in contact with you soon to answer any questions you have.

Thank you for your consideration to partner with us to better the life of NAME!

Sincerely,  
John Doe  
555-555-5555  
john@myemail.com





# STUDENT SAMPLE LETTER

GOAL: \_\_\_\_\_

FUNDS RAISED: \_\_\_\_\_

Dear Ms. Jacobs,

My name is John Doe and I am a 8th grader at Trumbull High School. I have recently been accepted to Christian Heritage School. I have been praying about the opportunity to attend a school that is biblically based and is a better atmosphere for learning. This school will allow me that opportunity!

In addition to this being a Christian School, it is a very academically rigorous school and has been named one the Top 50 Christian Schools in the nation. Attending this school will allow me the ability to achieve my academic, athletic and personal goals.

(Explain your "why" here)

The school tuition includes books, classes and technology. This is where I need your help! While I have received assistance from the school I still need to raise \$\_\_\_\_\_. Would you be willing to help me achieve this goal? Any amount would very much be appreciated.

Your donation means the world to me. It will help me on my journey towards receiving the type of education that will train me academically, socially and spiritually, and therefore put me on the right path for my future! It would be a *life - changing* donation! I will be in contact with you soon to answer any questions you have.

Thank you for your consideration to partner with me to better my life and future!

Sincerely,  
John Doe  
555-555-5555  
john@myemail.com





# THANK YOU!

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My goal is that they may be encouraged in heart and united in love, so that they may have the full riches of complete understanding, in order that they may know the mystery of God, namely, Christ, in whom are hidden all the treasures of wisdom and knowledge. -Colossians 2:2-3

As the culture in postmodern America becomes less and less supportive of foundational Christian values and beliefs, it becomes more necessary than ever to bring up our children in an atmosphere where the Word of God is central to both teaching and mentoring. We encourage you to prayerfully seek God's guidance in planning for this vital education and character formation stage of your child's life. We will pray with you and for you as you do. We stand ready to partner with you to make a Christian education at Christian Heritage School a reality for your family.



# Christian Heritage School

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