



CCA Development Director

General Description

The Development Director is responsible for scholarship fundraising, community relations (Christian School Expo and start building media relationships) and oversee the "department" with the fundraising/marketing chairs, Auction Coordinator, and Communications Coordinator. The Development Director also oversees the CCA brand through the creation and approval of promotional materials and parent, prospective family and community communications.

Accountability

The Development Director reports to the Principal and Board liaison.

Supervision

The Development Director will supervise parent volunteers to implement successful fundraising programs at Classical Christian Academy.

Responsibilities

The Development Director must meet all of the general qualification for CCA staff members and will

1. Bring in a minimum of \$5,000 in grants and/or donations that go to our operational expenses. (Any additional students that enroll as a result of DD-generated campaigns can count toward this goal.)
 - a. Solicit donations from school business partners, local business, past supporters and invested individuals/families.
 - b. Solicit "Wish List" items from teachers. Get approved by Board. Post online and update throughout the year.
 - c. Make purchases when money is given toward the procurement of a specific item.
 - d. Be available to help other staff and parents get the information they need for donation requests for school events and programs.
2. Serve on the Scholarship Committee and lead communications between committee members. Serve as liaison between committee members and school families.
 - a. Set up meetings with Scholarship Committee members.
 - b. Receive applications. Prepare for distribution (remove names and identifying marks, attach rubric, etc.). Share with Committee members.
 - c. Invite scholarship donors to attend
3. Supervise and work with Auction & Communications Coordinator as they:
 - a. Create/draft all letters, flyers, e-mails, Facebook posts to have a consistent focus and direction.
 - b. Support AC in training families on how to use database and solicit donations. (new process starting for auction 2017)
 - c. Assist in generating ideas for encouraging/rewarding families for participation.

- d. Follow up on auction progress. Provide communication support when families are unresponsive to AC.
 - e. Design & order thank you post cards for families to mail to their donors.
 4. Work with Administration to enrich and support the CCA brand through web and social media content, advertising and public relations opportunities, merchandise and various other mediums.
 - a. Design and order magnets (one per family – done in summer)
 - b. Design, order and distribute the annual T-shirt for Hybrid, Connections, Staff, Elective Teachers and extras. (done in summer)
 - c. Order and distribute staff embroidered polos (only for new employees -done in summer)
 - d. Manage the SSA online store.
 - e. Approve apparel designs for other groups (athletics, OM, Student Council, etc.)
 - f. Order business cards.
 - g. Design and order thank you cards for donations.
 - h. Design and order brochure about our program options.
 - i. Design and order postcards promoting Informational Meetings.
 - j. Update the billboard image as needed.
 - k. Promote and/or cover school events on Social Media
 - l. Communicate changes to Communications Coordinator to update content on all website pages.
 - m. Miscellaneous past opportunities:
 - i. November, annually: WayFM radio spot that runs in December
 - ii. Concert sponsorship
 - iii. Update Mission, Vision, Strategy; tagline; brand images
 - iv. 10th Anniversary (2014)
 5. Approve all internal fundraising requests. Help promote when possible.
 - a. OM: Poinsettia Sale – Nov.
 - b. OM: Candy Gram Sale – Feb.
 - c. Athletics: Bake Sale - April
 6. Communicate regularly with parents and staff about giving opportunities (Scholarships, etc..) through newsletter, Facebook or parent meetings.
 - a. Generate monthly Board Reports
 - b. Submit content for weekly emails and quarterly e-newsletters to Communications Coordinator.
 7. Work with administration and Communications Coordinator on establishing and improving the Customer Experience.
 - a. Create communications (emails for new families, etc.)
 - b. Update tour packet materials (annual update of Fact Sheets, others as needed)
 - c. Streamline and improve the process of tracking of new families.
 - d. Strengthen communications and processes within school (ie curriculum order form, supply list, sandwich board signs, etc.)
 8. Work closely with chairs of the Fundraising and Marketing Committees to communicate budgets, provide goals and approve committee recommendations.
 - a. Marketing:
 - i. Help identify school goals (ie grow upper school, increase scholarship gifting, target new families, etc.)

- ii. Organize Christian School Expo school event (annually)
 - iii. Give input on annual #hastag photo contest
 - iv. Give input on video interviews to share on social media
 - b. Fundraising:
 - i. Help identify school goals (ie Smart Boards) as fundraising targets.
 - ii. Record the Development webinar
 - iii. Train committee members on how to use Scrip.
 - iv. Help promote the “free fundraisers” to families.
 - v. Serve as primary account contact for: Box Tops, Scrip, and Amazon Associates accounts.
 - c. All Committees:
 - i. Prepare committee folders with brand, business office and budget information.
 - ii. Lead training on how to use brand images, taglines, etc.
 - iii. Lead training on how to solicit donations and submit donation documents to business office.
 - iv. Lead training on how to submit reimbursement and expense documents.
- 9. MISC.
 - a. Give input and feedback on enrollment materials
 - i. Forms
 - ii. Parent Letters
 - b. Give input and feedback on CCA processes
 - i. Staff training (CCA Way)
 - c. Give budget input (January).
- 10. FUTURE IDEAS:
 - a. Build a presence with local media channels