



# CICS Campus Fundraising Toolkit

Creating a Culture of Philanthropy in the CICS  
Network

Version 2, Fall 2014

**Committed to Greatness**

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**Chicago International**  
CHARTER SCHOOL

Fall 2014

Dear Parents, Teachers, and Friends of CICS:

The CICS network office is committed to ensuring that every CICS scholar has the resources they need to prepare for college. Towards that goal, the development team focuses on building relationships and raising money that directly and indirectly supports the campuses of the CICS network.

An underlying goal of this work is to establish and nurture a culture of philanthropy at all levels of the organization. In the Fall of 2013, this *Campus Fundraising Toolkit* was created as a resource for campus leaders, teachers, and parent groups who are interested and motivated to engage in campus-level fundraising.

Informed by your valuable feedback, we are pleased to present *Version 2*, which includes new opportunities and a focus on “quick wins” for your campus. The Quick Wins Bookmark has a list of some of these ideas, but anywhere that you see a bookmark symbol ( ) you can find resources and opportunities that we think might be especially valuable. Our hope is that our additions to this version will make this tool an even better starting point for collaboration and that it empowers you to take advantage of the many ongoing programs and recurring opportunities for which all CICS campuses are eligible.

Thank you to everyone who has already contributed to the creation of the toolkit and the continued improvement of this resource through participation in network fundraising workshops, survey feedback, and communication of needs. Your responses will continue to guide the content and structure of this resource. As you explore these ideas, please keep in touch about your experiences and let us know what additional guidance or support would be useful. We look forward to our shared work to provide opportunities for our students in preparation for college and careers.

Sincerely,

Anne Kostyo  
Development Manager  
[akostyo@chicagointl.org](mailto:akostyo@chicagointl.org)

## A Note About this Resource

This toolkit was developed utilizing a combination of expert knowledge, best practices from the field, friendly advice, and feedback from survey participants. The fundraising and grant writing opportunities included we have stumbled upon, learned about from fundraising colleagues, been shared with us by other schools as well as various other resources. We have not fully evaluated each opportunity yet, nor is this resource meant to represent an exhaustive list. Instead we hoped to create a living document that will grow and improve with your input and feedback.

## Introduction

### Why Fundraise?

If you are reading this guide, you are probably interested in, or already engaging in fundraising on the campus level.

Whether you are looking to enhance your current fundraising practices, or are new to campus fundraising, this guide will help you to identify your goals, and match fundraising opportunities to your school's fundraising needs.

With that in mind, we recognize that campus fundraising can:

- Support your school's mission by filling gaps in the budget to enhance programming and classroom activity.
- Engage leadership, staff, parents, and students.
- Create opportunities to develop relationships with community members, leaders, and local businesses.

### Best Practices

As you move forward in thinking about fundraising, it is important to keep in mind 3 of the most important tenants of fundraising:

#### **Setting Goals**

Be sure to set both tangible and intangible goals and outcomes for your fundraiser. Identify the school need, the dollar amount necessary to meet that need, as well as intangible goals like building community or engaging leadership. This step will help you to evaluate your fundraising options, process, and outcomes.

#### **Transparency**

In fundraising transparency means being open, frank, and honest about your fundraising goals and activities. This might mean communicating and working with campus director's and other key staff to identify goals, communicate your plan, and then to keep them aware of your activity. Additionally, transparency means communicating to the public, and especially to participants, about the goals of your fundraising activity, who it will benefit, as well as planned and actual outcomes.

#### **Accountability**

In fundraising accountability means being sure to be fiscally responsible and to communicate the final amount of money raised to both internal campus staff, as well as the community at large. Additionally, it means utilizing the funds or goods collected for the intended purpose.

By keeping these tenants in mind throughout your fundraising activities, you will ensure that partnerships are positive and that all those involved are well informed.

## Campus Fundraising Guidelines

As you begin to identify school needs, and develop a fundraising plan, we recognize that you may hit some snags along the way, or perhaps aren't sure where to begin. The CICS network office is more than happy to help you meet your fundraising goals. If you have any questions at all, please feel to directly contact:

Anne Kostyo  
Development Manager  
[akostyo@chicagointl.org](mailto:akostyo@chicagointl.org)  
312-651-5007 (direct line)

We can help you to:

- Choose a fundraiser, and developing a plan.
- Choose and apply for grant opportunities.
- Discover resources.
- Recruit high school volunteers.

### **FACILITIES**

For any fundraising projects involving changes to the building reach out to the Anne M Kostyo at the CICS network office prior to beginning. We have found in the past that due to lease or ownership agreements, and local building regulations at each campus, fundraising for building improvements can often involve lots of hurdles and hidden costs—and we want to help!

We are happy to discuss options and help you navigate fundraising for building needs. Some common examples of facilities fundraising efforts might include:

- Updating existing common spaces like gyms, foyers, libraries, and meeting rooms.
- Renovating playground and outdoor space.
- Purchasing new equipment and systems such as security, HVAC, and technology.

### **Grant Writing**

Recognizing that writing and applying for grant opportunities is a valuable form of fundraising on the campus level, we want to ensure that every campus has the resources they need to be successful.

With that in mind we encourage you to let us know of any grants you are applying to, and to communicate with Anne M Kostyo if your grant application exceeds \$5,000.00.