

# ED VITTARDI

Principal

St. Albert the Great School

North Royalton





Saint Albert the Great School  
We Give Catholic  
PAST....PRESENT....FUTURE

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Saint Albert the Great School  
Principal  
September 22, 2020

# PAST RESULTS

- ▶ 2016-17 \$26,000
- ▶ 2017-18 \$86,000 (Second highest school)
- ▶ 2018-19 \$76,000 (Prize for unique donors)
- ▶ 2019-20 \$50,000 (Prize for large school and most donors)

**\*SATG @ Assumption Academy = \$147,000!!!!**  
**Highest of any school!!!!**

# PEOPLE

- ▶ Establishment of roles for various individuals
- ▶ Work to keep all roles doable for the long haul
- ▶ Avoid putting too much responsibility on one person
- ▶ Be there to get obstacles out of their way to do what they need to do
- ▶ Give them the credit they deserve
- ▶ Make it one of “them” parent to parent works

# PROJECT(S)

- ▶ Project selected should be something that gets folks excited
- ▶ Easy to delineate what will be done with the \$\$\$ re: the project
- ▶ Something tangible that makes PR before and after “easy/meaningful”
- ▶ Share the desired ends with all significant groups
- ▶ Project impacts multiple grade levels ie: maximum benefit/maximum number impacted

# PASSION

- ▶ The leader (principal) has to hold the passion for WGC and the project
- ▶ Potential givers will "catch the passion" of those working on WGC team

# PARTNERSHIPS

- ▶ Connections to other agencies beyond the school
- ▶ Establishes the belief that we are “creative” in finding other sources
- ▶ They spread the word for us in this endeavor
- ▶ Matches are “**MAGIC**”

# PARENTS....PAST and PRESENT

- ▶ High schools get this but grade schools too have alumni/ alumni parents that loved their experience
- ▶ Past parents can get excited about keeping their former school viable and up to date
- ▶ Parents wish to see projects that will positively impact their child(ren)
- ▶ Parents past and present can spread the word better than any other PR strategy
- ▶ Tap into base of previous donors and those potential donors

# PARISH

- ▶ If it is a school only effort the parish at large offers great opportunities
- ▶ Parish publicity of the effort and the sources of raised funds

# PR

- ▶ Prior to, during and after is the HEART of our effort(not just the day)
- ▶ Multiple social media sites
- ▶ Pictures/videos from previous years along with plans for present year
- ▶ Regular visual WGC presence to get folks excited
- ▶ “Best predictor of the future is the past” (How did they feel about last year?)
- ▶ Different donors take different approaches...tap into base of previous donors and those potential donors
- ▶ Share with all groups in smaller approaches (PTO, school staff, School Advisory, Finance Council)

# PERSEVERANCE

- ▶ Steady and regular communication on the day of the event is vital
- ▶ Regular communication t/out the event to share progress
- ▶ Above communication opens doors to PRIZES/excitement
- ▶ Meet people where they are....some do not wish to do it that day
- ▶ Keeping contact methods up to date and accurate
- ▶ Aware of challenges (our other fundraisers etc)

# FUTURE

***Hopeful but..... the Seven P's will continue to impact our future!!!!***

- ▶ PARISH- Master Plan raising \$7+ million
  - ▶ PROJECT- STREAM still a need but not as dramatic/visual
  - ▶ PEOPLE- Lead individual moved out of the area (we did have a shadow)
  - ▶ PASSION- Remaining very passionate
  - ▶ PARTNERSHIPS- Some will be part of our bigger fundraising
  - ▶ PARENTS- Past/present remain committed but also impacted by Master Plan
  - ▶ PR- Need to stay "fresh"
- =PRAGMATIC- *Realistic goals and healthy optimism***



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There are a  
**MILLION**  
reasons to join us

**Thank you for coming!**



CATHOLIC COMMUNITY  
FOUNDATION

*Enriching Lives In Northeast Ohio*

**#weGIVECATHOLIC**  
*with the Catholic Community Foundation | December 1, 2020*

Northeast Ohio's Online Day of Catholic Giving