



COMPREHENSIVE ADVANCEMENT PLAN

La Salle High School

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Comprehensive Advancement Plan

La Salle High School | 2026-2029

Executive Summary

A thriving advancement program is built on relationships, storytelling, philanthropy, and mission alignment. The purpose of this Comprehensive Advancement Plan is to establish a sustainable and diversified approach to enrollment, fundraising, donor stewardship, and community engagement that supports the long-term success of La Salle High School and expands access to a transformative Lasallian Catholic education.

The Advancement Office should serve as the bridge connecting students, families, alumni, donors, faculty, and community partners to the mission of La Salle High School.

Advancement Strategic Pillars

Pillar One: Enrollment & Mission Alignment

Goals:

- Increase enrollment by 15-20% over three years.
- Strengthen the La Salle value proposition.
- Improve retention rates.
- Increase applications from Catholic feeder schools and public schools.

Strategies:

- Parent Ambassador Program
- Student Ambassador Program
- Redesigned admissions communications
- Monthly campus events
- Shadow Days
- Storytelling campaigns
- Student success spotlights
- Alumni success campaigns

Pillar Two: Philanthropy & Annual Giving

Goals:

- Increase unrestricted giving.
- Increase participation rates.
- Diversify revenue sources.

Annual Giving Campaigns: **The La Salle Fund**

Focus Areas:

- Tuition Assistance
- Academic Excellence
- STEM Innovation
- Athletics
- Fine Arts
- Campus Improvements

Giving Levels:

- Guardian Society
- President's Circle
- Lasallian Leadership Society
- Legacy Circle

Pillar Three: Alumni Engagement

Create: **Alumni Relations Program**

Annual initiatives:

- Homecoming Weekend
- Alumni Awards
- Young Alumni Council
- Alumni Basketball Fundraiser
- Alumni Networking Events
- Alumni Speaker Series
- Career Mentorship Program

Communications:

- Quarterly Alumni Newsletter
- Alumni Spotlight Campaign
- Social Media Engagement

Goal: Transform alumni from former students into lifelong advocates and investors in La Salle's mission.

Pillar Four: Strategic Partnerships

We need to create partnership opportunities.

Higher Education Partnerships

Potential opportunities: • STEM • Health Sciences • Nursing • Business • Engineering • Leadership	Programs: • Dual Credit • Internship opportunities • STEM programs • Faculty partnerships
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Tribal Community Partnerships

- Yakima Nation – Study Club

Corporate Partnerships

Develop sponsorship opportunities for:

- Athletics
- Performing Arts
- Robotics
- STEM Labs
- Scholarships
- Leadership Programs

Create sponsorship levels.

For example:

Level	Investment
Platinum	\$25,000
Gold	\$10,000
Silver	\$5,000
Bronze	\$2,500

Offer:

- Event recognition
- Website recognition
- Program sponsorship
- Student engagement opportunities

Pillar Five: Grants & Foundation Giving

Create:

Grant Funding Priorities

Potential areas:

- Tuition assistance
- STEM education (example: Anato-Bee)
- Performing arts
- Mental health initiatives
- College readiness
- Leadership development
- Technology
- Campus safety

Grant Development & Stewardship Calendar

Goal

Develop a sustainable, proactive grant-seeking strategy to identify, cultivate, secure, and steward foundation and grant funding opportunities aligned with La Salle High School's mission and strategic priorities.

Grant funding efforts will focus on initiatives that expand access to a Lasallian Catholic education, enhance academic excellence, support innovative student programming, and strengthen long-term financial sustainability.

Annual Grant Funding Priorities

Grant opportunities will be aligned with the following strategic priorities:

Funding Priority	Potential Grant Opportunities
Tuition Assistance & Scholarships	Student access and affordability
STEM & Innovation Programs	Science, technology, robotics, engineering
Arts & Performing Arts	Music, theater, and fine arts programs
Student Leadership Development	Leadership and service initiatives
Campus Safety & Wellness	Mental health and safety programs
Academic Excellence	Teacher development and instructional support
Technology & Classroom Innovation	Technology upgrades and student resources
College & Career Readiness	College preparation and workforce development

Quarterly Grant Development Calendar

Quarter 1: Research & Relationship Building (July - September)

Objectives

- Identify regional and national grant opportunities.
- Research philanthropic organizations aligned with Catholic education and youth development.
- Build relationships with foundation representatives.
- Establish annual grant priorities and funding goals.

Activities

- Create a grant prospect list.
- Research grant eligibility requirements.
- Attend foundation webinars and informational sessions.
- Schedule introductory conversations with potential funders.
- Meet internally with school leadership to determine funding needs.

Deliverables

- Annual grant funding calendar.
- Grant prospect pipeline.
- Strategic funding priorities document.

Quarter 2: Proposal Development (October - December)

Objectives

- Prepare high-quality grant applications and supporting materials.
- Develop compelling narratives that communicate La Salle's impact.

Activities

- Write grant proposals.
- Collect program budgets and supporting documentation.
- Gather student success stories and testimonials.
- Develop measurable outcomes and evaluation plans.
- Prepare letters of support from leadership and community partners.

Deliverables

- Completed grant proposals.
- Updated grant tracking spreadsheet.
- Annual impact statements and school statistics.

Quarter 3: Grant Submission & Cultivation (January - March)

Objectives

- Submit grant applications.
- Continue cultivating relationships with foundation representatives.
- Expand funding opportunities through referrals and partnerships.

Activities

- Submit grant proposals.
- Conduct follow-up communications with funders.
- Invite foundation representatives to visit campus.
- Showcase student programs and community impact.
- Identify additional funding opportunities.

Deliverables

- Submitted grant applications.
- Foundation engagement plan.
- Mid-year funding report.

Quarter 4: Stewardship & Reporting (April - June)

Objectives

- Strengthen relationships with current funders.
- Demonstrate donor impact and accountability.
- Prepare for the next grant cycle.

Activities

- Submit grant reports.
- Send personalized thank-you communications.
- Share student stories and program outcomes.
- Host donor appreciation opportunities.
- Evaluate grant program success.

Deliverables

- Grant impact reports.
- Donor stewardship communications.
- Annual grant funding assessment.
- Recommendations for future funding opportunities.

Grant Management Process

All grant opportunities will follow a five-step process:

1. Identification

- Research mission-aligned funding opportunities.
- Maintain a grant opportunity database.

2. Qualification

Evaluate opportunities based on:

- Mission alignment
- Funding priorities
- Award amount
- Reporting requirements
- Probability of success

3. Cultivation

- Establish relationships with grant makers.
- Invite funders to engage with the school community.
- Share stories of impact and student success.

4. Solicitation

- Develop compelling proposals that communicate:
 - Need
 - Vision
 - Outcomes
 - Sustainability
 - Impact

5. Stewardship

- Provide timely reporting.
- Recognize foundation partners appropriately.
- Demonstrate measurable outcomes.
- Maintain ongoing communication.

Sample Grant Funding Goal

Year	Goal
Year 1	Submit 7-10 grant applications
Year 2	Submit 12-15 grant applications
Year 3	Establish a diversified grant portfolio with recurring foundation support

Success Metrics

The Advancement Office will monitor:

- Number of grant opportunities identified
- Number of grant applications submitted
- Grant dollars awarded
- Foundation partnerships established
- Grant renewal rates
- Donor retention and stewardship activities completed
- Program outcomes funded by grant dollars

Why This Matters for La Salle

Grant funding is more than a revenue stream; it is an opportunity to expand access, invest in innovation, and strengthen the school's mission. A strategic grant development program will help ensure that La Salle High School can continue providing an exceptional Lasallian Catholic education while growing its impact for future generations.

Donor Stewardship Plan

Every donor should receive:

Immediately:

- Thank you email

Within 48 hours:

- Handwritten note

Within 30 days:

- Impact communication

Quarterly:

- Advancement newsletter

Annually:

- Stewardship report

Major donors:

- Personal visits
- Annual appreciation event
- President's dinner

Strategic Communications & Storytelling Plan

Tagline

Educating Hearts. Inspiring Leaders. Transforming Futures.

Purpose

The Communications Strategy will serve as the storytelling engine of the Advancement Office. Every communication should reinforce La Salle High School's value proposition and inspire deeper engagement among prospective families, current families, alumni, donors, and community partners.

The Advancement Office will communicate not only what La Salle High School does, but more importantly, why it matters. Through intentional and authentic storytelling, we will cultivate pride, strengthen relationships, and inspire philanthropic investment in the mission of providing an exceptional Lasallian Catholic education.

The goal is to ensure that every stakeholder can answer the following question:

Why does La Salle High School matter?

Strategic Communications Objectives

The Communications Strategy will:

- Increase enrollment through mission-centered storytelling.
- Strengthen donor engagement and stewardship.
- Build alumni pride and lifelong connection.

- Increase community awareness and visibility.
- Support annual giving and fundraising initiatives.
- Strengthen parent and grandparent engagement.
- Highlight student outcomes and academic excellence.
- Communicate the enduring value of a Lasallian Catholic education.

Core Storytelling Themes

Every communication should support one or more of the following themes:

Academic Excellence

Highlight:

- College acceptance rates
- Academic achievements
- Scholarships earned
- STEM opportunities
- Faculty excellence

Faith & Formation

Highlight:

- Service projects
- Campus ministry
- Retreat experiences
- Lasallian values
- Character development

Student Success

Highlight:

- Student accomplishments
- Leadership development
- Athletics
- Fine arts
- College and career readiness
- Student testimonials

Community & Belonging

Highlight:

- Parent experiences
- Student relationships
- School traditions
- Volunteerism
- Alumni engagement
- Community partnerships

Philanthropic Impact

Highlight:

- Scholarship recipients
- Donor impact stories
- Fundraising successes
- Grant-funded initiatives
- Campus improvements

Monthly Storytelling Calendar

Each month, the Advancement Office will produce mission-centered content that showcases the people and programs that make La Salle High School extraordinary.

Stories will be shared via our website, social media platforms, and newsletters.

Content Series	Frequency
Student Spotlight	Monthly
Faculty Spotlight	Monthly
Alumni Spotlight	Monthly
Donor Spotlight	Monthly
Parent Spotlight	Quarterly
Community Partner Spotlight	Quarterly
Grant Impact Story	Quarterly
Scholarship Recipient Story	Quarterly
President's Message	Monthly
Advancement Newsletter	Monthly

Student Spotlight Series

Purpose

Celebrate the accomplishments, character, and growth of La Salle students while illustrating the transformative impact of a Lasallian education.

Potential Topics:

- Academic achievements
- Student leadership
- Service projects
- Athletics
- Fine arts
- College aspirations
- Personal growth stories

Sample Questions:

- What has La Salle taught you about leadership?
- What teacher has impacted you most?
- What are your future goals?
- What makes La Salle special to you?

Faculty Spotlight Series

Purpose

Showcase the incredible educators who make the La Salle experience possible.

Potential Topics:

- Teaching philosophy
- Classroom innovation
- Faith and service
- Student mentorship
- Professional accomplishments

Faculty are one of La Salle's greatest assets. Their stories reinforce the school's commitment to academic excellence and whole-person development.

Alumni Spotlight Series

Purpose

Demonstrate the lifelong impact of a La Salle education.

Potential Topics:

- Career accomplishments
- Service to the community
- Leadership experiences
- Memories of La Salle
- Advice for current students

Potential Campaign: ***Where Are They Now?***

Highlight alumni working in:

- Medicine
- Education
- Business
- Military service
- Nonprofit leadership
- Entrepreneurship
- Public service

Donor Spotlight Series

Purpose

Celebrate generosity and demonstrate the impact of philanthropic investment.

Potential Topics:

- Why they give
- Their connection to La Salle
- Programs they support
- Their hopes for future students

Donor recognition should focus on gratitude and mission alignment rather than dollar amounts.

Parent & Grandparent Stories

Parents and grandparents are among the school's greatest ambassadors.

Topics:

- Why they chose La Salle
- Student transformations
- Family experiences

- Faith formation
- Academic outcomes

Campaign Idea: ***Why We Chose La Salle***

These testimonials can be powerful enrollment and fundraising tools.

Advancement Communications Channels

Content should be strategically shared across multiple platforms.

Website

- News stories
- Student spotlights
- Advancement initiatives
- Campaign updates

Email Marketing

- Monthly newsletters
- Advancement updates
- Alumni communications
- Donor stewardship communications

Social Media

- Student achievements
- Faculty spotlights
- Event promotion
- Mission-centered storytelling

Annual Report

Include:

- Financial stewardship
- Donor recognition
- Student impact stories
- Strategic accomplishments

Video Storytelling

Create short videos featuring:

- Students
- Parents
- Alumni
- Faculty
- Donors
- Community partners

Storytelling as Fundraising

Every fundraising campaign should answer four questions:

1. Why does this matter?
2. Who will benefit?
3. What impact will this investment make?
4. Why should someone give now?

People do not invest in institutions. They invest in stories, missions, and transformational outcomes.

The Advancement Office will intentionally use storytelling to strengthen relationships and inspire philanthropic investment.

Success Metrics

The Advancement Office will measure:

Communications

- Website traffic
- Email open rates
- Social media engagement
- Newsletter subscriptions

Advancement

- Donor retention

- Annual fund participation
- Event attendance
- Volunteer engagement

Enrollment

- Inquiry conversions
- Campus visit registrations
- Applications received
- Enrollment growth

Community Engagement

- Alumni participation
- Parent involvement
- Community partnerships established
- Advancement campaign participation

Vision

The most compelling advocates for La Salle High School are the people whose lives have been transformed by its mission. Through strategic communications and authentic storytelling, the Advancement Office will inspire prospective families, engage alumni, strengthen donor relationships, and cultivate a culture of generosity that supports the school's mission for generations to come.

Educating Hearts. Inspiring Leaders. Transforming Futures.

Grandparents Program

Many schools often overlook grandparents. La Salle has a wonderful opportunity to stand out in the community, especially the Latino community in the Yakima Valley.

Create: **The St. John Baptist de La Salle Society**

Opportunities:

- Grandparents Day
- Tuition assistance support
- Legacy gifts
- Prayer intentions
- Annual giving

- Online Facebook-only campaign

Planned Giving

Legacy Society

Opportunities:

- Bequests
- IRA gifts
- Securities
- Estate gifts

Major Gifts Strategy

Purpose

The Major Gifts Strategy will establish a sustainable and relationship-centered approach to philanthropic engagement that inspires transformational investments in the mission of La Salle High School.

Major gifts fundraising is not a one-time solicitation, it is a long-term process of building authentic relationships with individuals and organizations whose philanthropic priorities align with the school's mission, vision, and strategic goals.

The goal is to create a robust major gifts pipeline that supports enrollment growth, tuition assistance, academic excellence, innovative programming, and long-term financial sustainability.

Major Gift Priorities

Major gifts opportunities may include:

- Tuition Assistance & Scholarships
- Academic Excellence Initiatives
- STEM & Innovation Programs
- Fine Arts & Performing Arts
- Athletics Programs
- Leadership & Service Programs
- Teacher Excellence & Professional Development
- Campus Improvements & Capital Projects
- Student Wellness Initiatives
- Endowment Growth
- Planned Giving Opportunities

Potential Major Gift Constituencies

Current Parents

Current parents are often among an institution's most passionate supporters because they are experiencing the value of a La Salle education in real time.

Potential Engagement Opportunities:

- Annual Giving Leadership Gifts
- Scholarship Sponsorships
- Program Sponsorships
- Parent Leadership Giving Society
- Event Sponsorship Opportunities

Grandparents

Grandparents are frequently overlooked in advancement efforts but are often highly philanthropic and deeply invested in their grandchildren's educational experiences.

Potential Engagement Opportunities:

- Grandparent Giving Society
- Tuition Assistance Initiatives
- Legacy Gifts
- Endowment Support
- Grandparents Day Celebrations

Alumni

Alumni represent lifelong ambassadors of the La Salle mission.

Potential Engagement Opportunities:

- Alumni Leadership Giving Program
- Alumni Scholarship Funds
- Alumni Mentorship Programs
- Class Giving Campaigns
- Planned Giving Opportunities

Foundations

Foundations are mission-driven partners seeking measurable outcomes and community impact.

Potential Funding Areas:

- STEM Education
- Academic Innovation
- Student Leadership Development
- Financial Aid Programs
- College and Career Readiness
- Arts Education
- Campus Safety & Wellness

Corporate Partners

Corporate partnerships provide opportunities for both philanthropic support and community engagement.

Potential Opportunities:

- Event Sponsorships
- Scholarship Programs
- STEM Partnerships
- Internship Programs
- Program Sponsorships
- Employee Volunteer Opportunities

Community Leaders

Community leaders often seek opportunities to invest in organizations that positively impact the region's future workforce and civic leadership.

Potential Opportunities:

- Community Leadership Council
- Capital Campaign Participation
- Scholarship Endowments
- Student Leadership Initiatives

Catholic Philanthropists

Catholic philanthropists are often motivated by their commitment to faith formation, Catholic education, and service to others.

Potential Areas of Investment:

- Tuition Assistance

- Campus Ministry
- Lasallian Formation Programs
- Teacher Excellence
- Endowment Growth
- Student Leadership Development

Major Gifts Pipeline

Successful major gifts fundraising follows a disciplined and relationship-centered process.

Step One: Identification

Identify individuals and organizations whose philanthropic interests align with the mission of La Salle High School.

Potential Sources Include:

- Parents and grandparents
- Alumni
- Catholic foundations
- Community leaders
- Corporate partners
- Board member referrals
- Event attendees
- Existing donors

Questions to Consider:

- Do they have a connection to the school's mission?
- Have they previously supported Catholic education or youth initiatives?
- Are they passionate about a particular program or area of impact?
- Do they have the capacity and inclination to make a significant gift?

Step Two: Qualification

Evaluate prospective donors based on:

Capacity

Can they make a major gift?

Affinity

Do they care about the mission?

Interest

What programs or initiatives are most meaningful to them?

Engagement

How connected are they currently to La Salle?

The Advancement Office will maintain a confidential donor prospect pipeline to monitor engagement and philanthropic opportunities.

Step Three: Cultivation

Cultivation is where relationships are built.

Potential Cultivation Activities:

- Campus visits
- Coffee meetings
- Student presentations
- Donor dinners
- Athletic and fine arts events
- Personal introductions from leadership
- President's receptions
- Small group gatherings

Donors should be invited to experience La Salle's mission firsthand.

Cultivation Questions:

- What inspires them?
- Why do they give?
- What legacy would they like to leave?
- How would they like to make an impact?

Major gifts fundraising begins by listening.

Step Four: Solicitation

Solicitation should be thoughtful, personalized, and mission-centered.

Every major gift conversation should clearly communicate:

The Need

Why is philanthropic support needed?

The Vision

What opportunity exists to make a transformational impact?

The Impact

How will students and the school benefit?

The Investment

What specific gift opportunity is being presented?

Solicitations should be aligned with the donor's passions and philanthropic priorities whenever possible.

Step Five: Stewardship

Stewardship is where lasting relationships are built.

Every major donor should feel:

- Appreciated
- Connected
- Informed
- Inspired

Stewardship Activities May Include:

Immediate

- Personalized thank-you calls
- Handwritten notes
- Acknowledgment letters

Quarterly

- Student impact updates
- Advancement newsletters
- Program updates

Annually

- Donor appreciation events
- Annual stewardship reports
- President's receptions
- Campus visits

Major donors should never hear from La Salle only when they are being asked to give.

Major Gift Metrics

The Advancement Office will monitor:

- Number of major gift prospects identified
- Number of cultivation meetings held
- Number of solicitations made
- Total dollars raised
- Average gift size
- Donor retention rates
- New major donors acquired annually
- Multi-year commitments secured
- Planned gifts established

Three-Year Goals

Year One

- Build the major gift prospect pipeline.
- Develop cultivation strategies.
- Increase leadership-level annual gifts.

Year Two

- Expand major donor relationships.
- Secure multi-year gift commitments.
- Launch planned giving initiatives.

Year Three

- Grow the endowment.
- Strengthen regional and national philanthropic partnerships.
- Establish a sustainable major gifts program that supports La Salle's strategic priorities.

Vision

Major gifts fundraising is ultimately about inviting individuals and organizations to participate in something larger than themselves. Through intentional relationship-building, thoughtful stewardship, and compelling storytelling, La Salle High School can cultivate a culture of philanthropy that transforms the lives of students and strengthens the school's mission for generations to come.

"The most meaningful gifts are not transactions—they are expressions of shared values, trust, and a commitment to investing in the future."