

MAKIN' IT RAIN



THIRDPLATEAU



edtec 

CALIFORNIA CHARTER SCHOOL ASSOCIATION
SACRAMENTO, CA
MARCH 12, 2019

ICEBREAKER

If you could generate 15% more revenue for your school or CMO, how would you spend it?



WHO WE ARE

Third Plateau @ EdTec is a partnership that brings together Third Plateau's organizational strategy work with EdTec's charter management and expertise.



JONATHAN KAUFMAN, THIRD PLATEAU
Co-Founder & Principal



ADAM MILLER, EDTEC
Senior VP of Strategic Partnerships

CHARTER FUNDRAISING

MORE THAN JUST SELLING
WRAPPING PAPER

TYPICAL FUNDRAISING EFFORTS

CROWDSOURCING

used for discrete needs, like
chromebooks for students

SCHOOL SALES

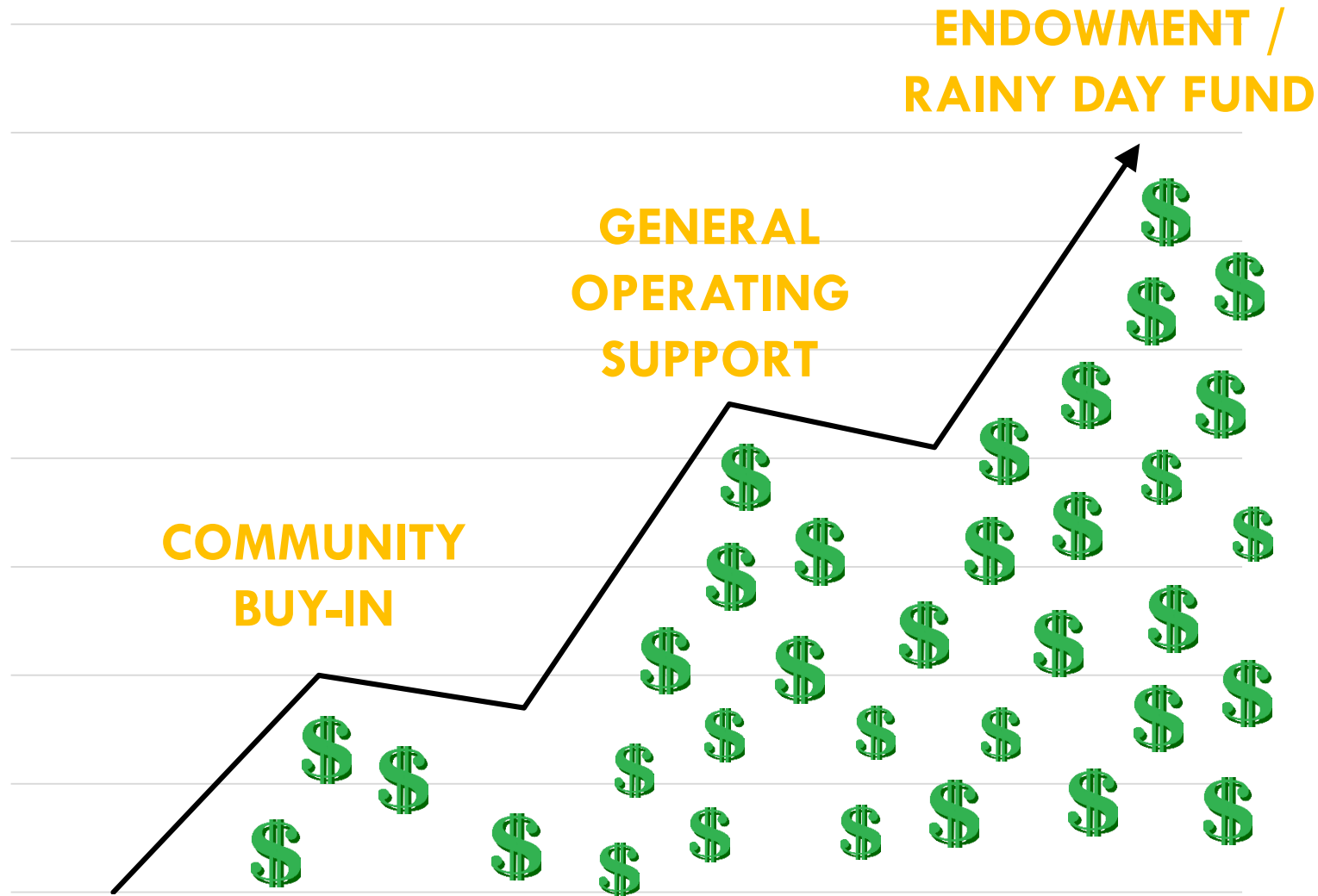
wanna buy some wrapping
paper?

EVENTS

spending a ton of money and
staff time to . . . break even

STRATEGIC FUNDRAISING

WHAT COULD BE . . .



GET YOUR MONEY

FUNDRAISING BEST PRACTICES

FUNDRAISING BUILDING BLOCKS

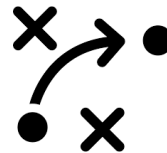
RELATIONSHIPS

people give money to who they know and who they like



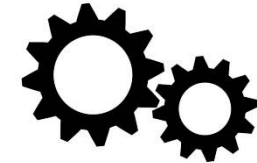
STRATEGY

strategic plans and theories of change are your best fundraising assets



LOGISTICS

wait, you mean this stuff doesn't just happen automatically? nope.



ELEMENTS OF A GREAT PITCH

1. Problem statement
2. Your solution
3. Your end game
4. Your challenge / opportunity
5. Your ask

MAKING THE PITCH

HOW TO GIVE PROSPECTIVE
DONORS THE OPPORTUNITY
THEY'VE BEEN SEARCHING FOR

WRAP UP + CLOSING

YOU. GOT. THIS.

KEY TAKEAWAYS

Slept through the session? Don't worry. Here's your cheat sheet.

GOOD FUNDRAISING GENERATES CASH & ENGAGEMENT

FUNDRAISING IS ALL ABOUT RELATIONSHIPS. AND STRATEGY. BUT MOSTLY RELATIONSHIPS.

YOU'RE NOT ASKING FOR MONEY; YOU'RE GIVING PEOPLE AN OPPORTUNITY TO INVEST

CONTACT INFORMATION



JONATHAN KAUFMAN, THIRD PLATEAU
Co-Founder & Principal

Website: thirdplateau.com
Email: jonathan@thirdplateau.com



ADAM MILLER, EDETEC
Senior VP of Strategic Partnerships

Website: edtec.com
Email: adam.miller@edtec.com