**McAlpine Capital Campaign**

John Rex Charter School is kicking off a $1.2 million capital campaign to encourage donations from JRCS families, community members and businesses. The school needs to raise the remaining $400K to renovate McAlpine Center for 5th – 8th grade classrooms and music and art rooms to be used by all students. Candor recommends the following timing, messaging and tactics.

**Timing**

* Since Fuel Up doesn’t include programming and is only an online auction, there isn’t an appropriate place to announce the campaign kickoff. While it could have worked in person as a rally together, it is likely to confuse families. After further discussion, we’d recommend keeping these two things separate.
* Candor recommends officially kicking off the McAlpine Campaign on Monday, June 1 to provide a little distance from Fuel Up.
* The kick-off should announce the goal to raise a total of $1.2M, with only $400K remaining. Once an additional $100K is raised, we’ll officially complete Phase 1 and begin Phase 2. Breaking it down allows for continued updates and milestones to keep donors engaged.

**Messaging and Frequency**

* The following milestones should be communicated via the website, social media and email. Dependent upon success, more touchpoints might be needed. It’s important to find the right balance of communication to avoid donor fatigue, while still keeping donors informed.
  + Launch of campaign
  + Completion of Phase 1 / Launch of Phase 2
  + When only one classroom naming right opportunity remains
  + When only a few bricks are left for purchasing
  + Completion and Thanks
  + Donor reception upon construction completion

**Tactics/Content**

* Social Media
  + We recommend a Facebook Live kick-off announcement led by Heather and a committee member. This video should share the purpose of renovating McAlpine, the need for funds, and answer common Q&As.
  + Posts should be crafted to announce milestones, share videos, etc.
  + Candor could compile iPhone videos from Heather and a committee member to make it more professional and schedule as a Facebook Premiere on June 1. We would add name keys, photos of McAlpine, etc. Candor’s project fee discounted for nonprofits is $2,000.

**McAlpine Capital Campaign (Cont.)**

**Tactics/Content**

* Donor/Sponsorship Packet
  + Candor recommends further developing the brochure to include additional content, including an emotional plea. The packet should include a cover letter, brochure, and commitment form.
  + The current sponsorship levels offer a healthy range of pricing options, and we don’t want to overcomplicate giving levels so recommend it as is.
  + Packet to be posted on the website landing page and social media, in addition to being emailed to all contacts.
* Videos
  + Committee to ask JRCS older students to send in videos asking people to donate to JRCS to help repurpose an old building into their new school.
  + Committee to ask JRCS younger students to send in videos doing the JRCS creed and saying “Thank you!” which could be used as a wrap up to Phase 1.
  + Heather and Patrick to give a video tour of McAlpine and share updates. This video would be great to use as the kick-off for Phase 2.
  + These videos would be posted on social media and sent as email updates.
* Media
  + A media release should accompany the kick-off in June.
* Website
  + Candor recommends developing a landing page for the campaign, which includes updates, a link to the sponsorship packet, coloring book download and a place to donate.
* Emails and E-Newsletters
  + Candor is crafting a new quarterly JRCS newsletter to send the business community in June. We will feature the McAlpine Campaign in the e-newsletter.
  + Committee to share sponsorship packet with board to send their contacts.
  + Emails should be developed to coordinate with each milestone.
* Coloring Book
  + A coloring booklet would be a fun way to include students in the process. It could be added to the website as a downloadable piece. We’d recommend a suggested donation level of $15.
* Matching Opportunities
  + Candor recommends considering who could be a matching donor. This tactic always works really well!