

Academy

Initiatives of 2015

Created September 2014



PINE FORGE ACADEMY

excellence is no accident...



EMPOWERED VISION

Forging Forward!

Pine Forge Academy Board of Trustees
Fundraising and Development Initiatives

2014 – 2015



PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

A New Direction

The Pine Forge Academy Board of Trustees is eager to advance the strategic visioning, governance and fundraising efforts of Pine Forge Academy. The following is a synopsis of our implementation plans to ensure high quality Christ-centered education for students and families in our care.

Pine Forge Academy Board of Trustees works collaboratively with and provides direction and support to:

- The National Pine Forge Academy Alumni Association
- The Pine Forge Academy Foundation
- The Pine Forge Academy Parent Association
- Pine Forge Academy.

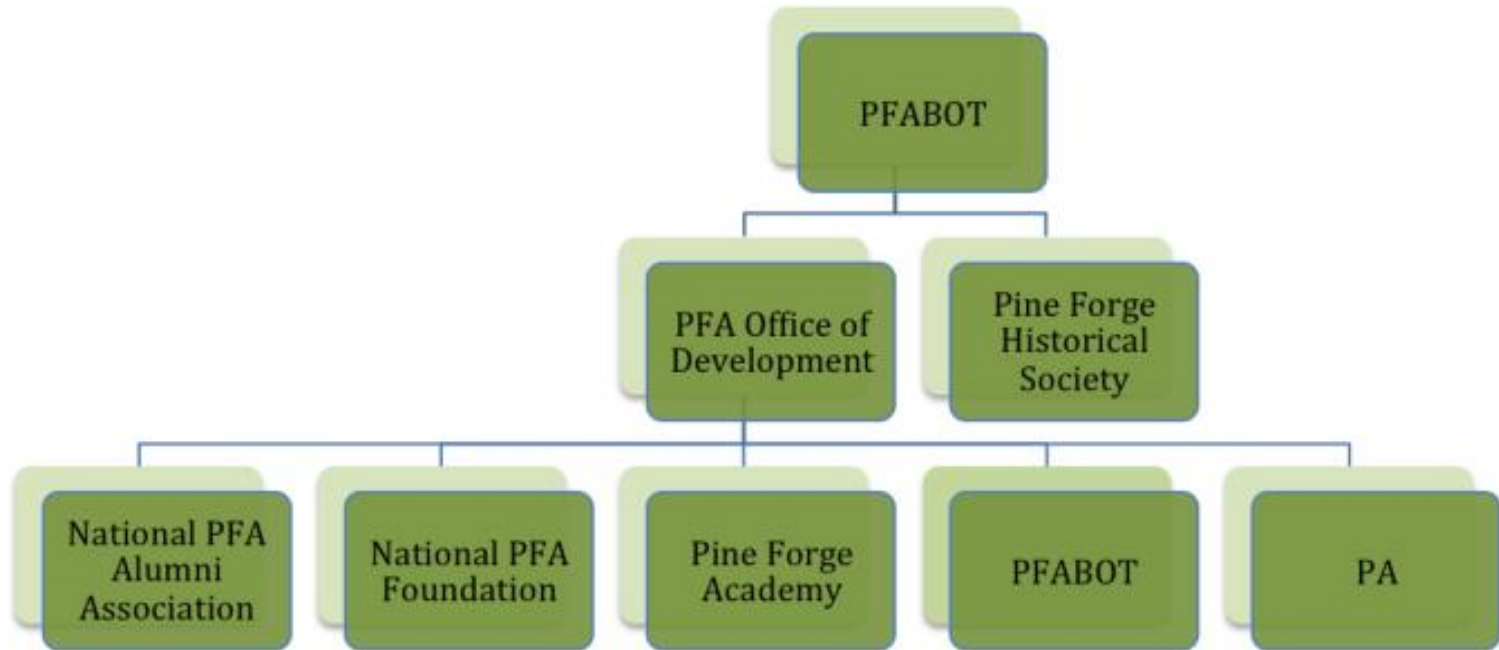


PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

A New Infrastructure





PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

A New Purpose

The Pine Forge Academy Board of Trustees has added fundraising and development as an area of primary focus. As such, PFABOT has committed to raise the following in 2014-2015.

- Amen Goal: \$1,000,000
- Hallelujah Goal: \$1,500,000
- Glory Hallelujah Goal: \$2,000,000



Primary Priorities

1. Complete major renovations of dorm bathrooms.
2. Complete major renovations of dorm buildings, including current café location.
3. Erect a new facility.
 1. STEM?
 2. STEAM?
 3. Student Center?



PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

An Aggressive Timeline



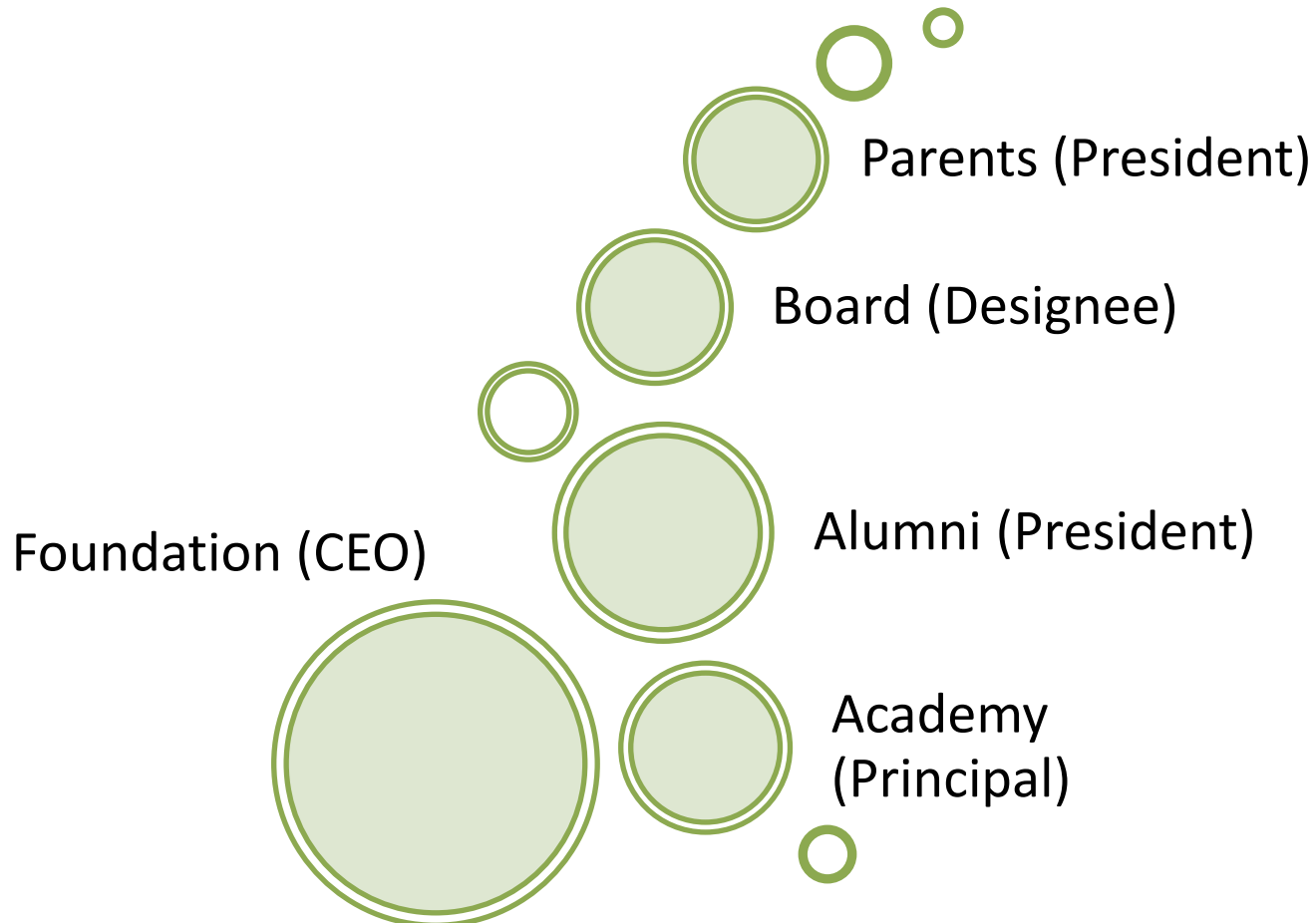


PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

Teams



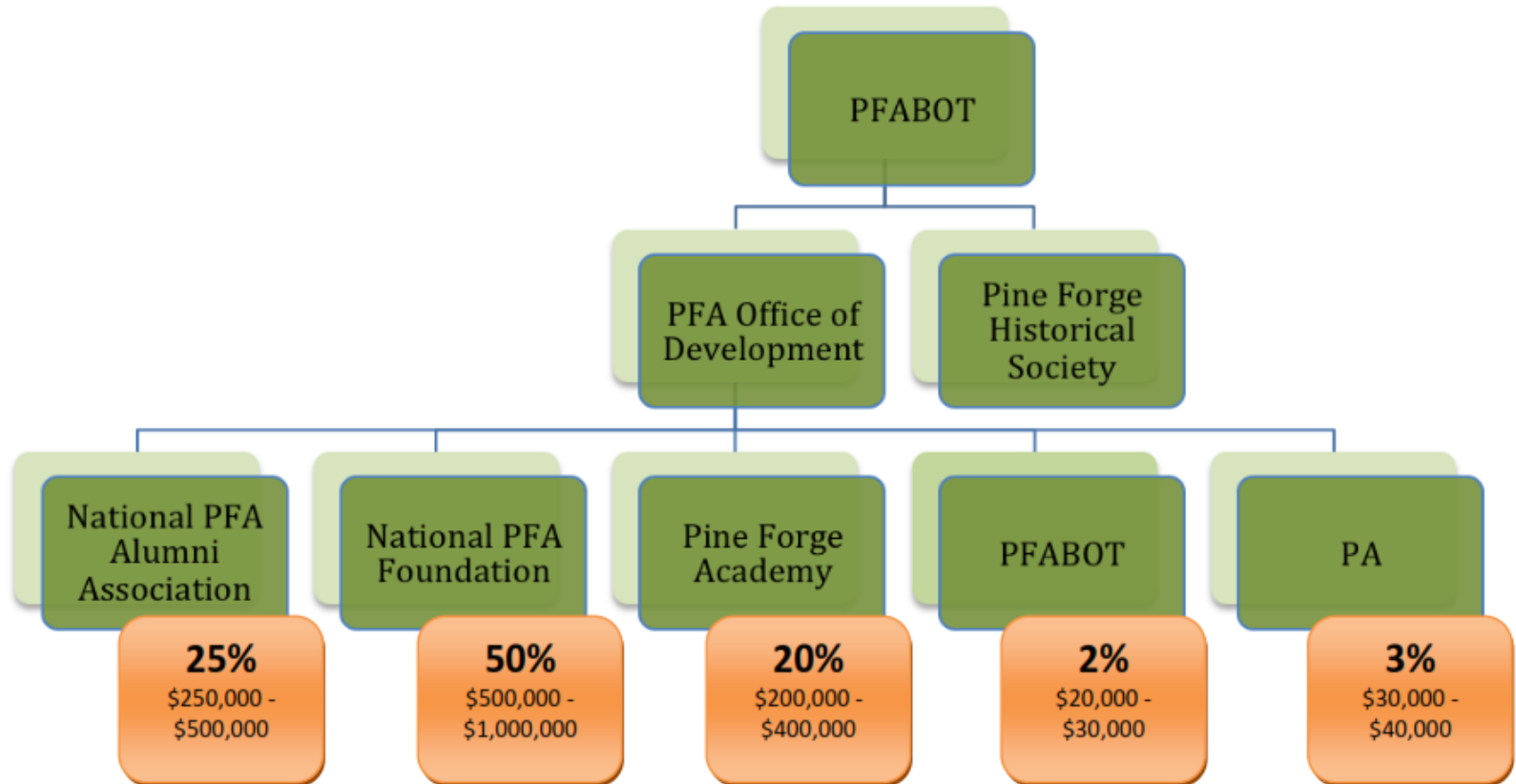


PINE FORGE ACADEMY

excellence is no accident...

EMPOWERED VISION

Targets





Critical Tasks

- ✓ **Sept. 2014 PFABOT Board Retreat**
- ✓ **Sept. 2014 PSI MAP Grant**
- ✓ **Oct. 2014 Systems**
 - ✓ Donor Connect
 - ✓ Donate Online
 - ✓ Office of Development Print Templates
 - ✓ Office of Development Banking Systems
 - ✓ Office of Development Personnel
- ☐ **Nov. 2014**
 - ✓ Direct Mailing
 - ☐ Student Telethon
 - ☐ Alumni Database Transfer
 - ☐ Events TBD?
- ✓ **Dec 2014**
 - ✓ Holiday Mailing
 - ✓ Holiday Email
 - ✓ AEC Live Stream/Telethon
 - ☐ Events TBD?
- ✓ **Jan 2014**
 - ✓ 100% Board Giving
 - ✓ 100% Faculty and Staff Giving
- ☐ **More to come....**

Where do we go from here?
Ideas discussed Summer 2015



“If you’re not doing some things that are crazy, then you’re doing the wrong things.”

— Larry Page
CEO, Google



Defining
moonshot thinking?

10x vs. 10%

1. Attack a problem as if it were solvable, even if we don't know how to solve it.
2. 10x vs 10% improvement is 100 times more worth it... but, it's never 100 times harder.
3. Having a 10x focus motivates a team, attracts the best talent and solves problems 100 times more than having a 10% (snail's pace) does.

MOONSHOT



Disruption

“You must disrupt yourself or someone will disrupt you.”

1. Your biggest problems are your biggest opportunities.
2. You need to create “unholy alliances.”
3. Aim for 10x innovation and change and not 10% improvement and growth.



Excellence is no accident

Successes

- ✓ 10+ Donor Visits
- ✓ 12+ Grant Applications
- ✓ Garden/Farm Pilot
- ✓ USDA Grant Award Letter
- ✓ PSI Grant Award Letter
- ✓ Strategic Plan
- ✓ Preliminary Development Systems
- ✓ Bloomerang & Donate Online
- ✓ 12 Days of Giving Campaign
- ✓ Bathrooms Capital Campaign
- ✓ Donor Gratitude Systems
- ✓ Community Memberships in Chambers of Commerce, AFP, etc...
- ✓ First Published Donor Report
- ✓ PFABOT Board Transparency via Website
- ✓ "Ignite" School E-Newsletter
- ✓ 100% Board, Staff Giving
- ✓ NPFAAA met their fundraising goal
- ✓ Increased Social Media Presence
- ✓ Case Statement created and published



PINE FORGE ACADEMY
PINE FORGE | PENNSYLVANIA | 1946

Excellence is no accident

Opportunity

Pine Forge Academy
stakeholders have the opportunity
to unify and streamline
each individual entity toward
a common mission and vision.



PINE FORGE ACADEMY
PINE FORGE | PENNSYLVANIA | 1946

Excellence is no accident

Organizational Purpose

Pine Forge Academy stakeholders endeavor to support Pine Forge Academy, raise awareness about historically black institutions, empower students of color and develop programs that impact our local and national community.



PINE FORGE ACADEMY
PINE FORGE | PENNSYLVANIA | 1946

Excellence is no accident

Organizational Design

Pine Forge Academy Board of Trustees

Pine Forge Academy

Standing Stakeholder:
NPFAAA

Standing Stakeholder:
PFAF

Auxiliary Stakeholder:
70th Anniversary



PINE FORGE ACADEMY
PINE FORGE | PENNSYLVANIA | 1946

Excellence is no accident

Organizational Sacred Cows



Alumni Weekend
Alumni Database
Alumni Membership



Paul R. Jones
Foundation Endowment
Physical Office



Spearheading the Vision
Business of Development
Relationship Development





Organizational Roles

NPFAAA

- Alumni Engagement
- Alumni "Fundraising"
- Alumni Donor Cultivation
- Alumni Database and Record Keeping
- (via Alumni events and communication)
- **What are we missing?**

PFAF

- Grant writing
- Major Donor Solicitation
- Corporate Sponsorships
- Donor/Fundraising Database and Recording Keeping
- Research and Research Data Analysis
- Mission-oriented programs
- (via one-on-one direct communications, major event(s) and publications)
- **What are we missing?**

Auxiliary

- An auxiliary group is an stakeholder group – whom by invitation from the Academy – is assigned a short-term task as related to the development, branding or fundraising work of the Academy.



Organizational Considerations

1. Streamline EXTERNAL brand.
 - a. Add NPFAAA or PFAF to the Academy website (individuals TAB) OR
 - b. Redesign each individual website (NPFAAA, PFAF and PFA) and cross-link.
 - c. Rename the Pine Forge Academy Foundation
2. Consolidate giving access points.
 - a. Identify one capital campaign across all stakeholders (e.g. Paul R. Jones)
 - b. Support the school's annual campaign.
 - c. Design the fundraising cycle (donors and grants) from ask to thank.
3. Centralize accounting and auditing.
 - a. Bank accounts on NPFAAA campaign linked to PFA campaign.
 - b. PFAF maintains a separate and distinct account.
4. Create accountability benchmarks.
 - a. Establish stakeholder checks and balances.
 - b. Establish stakeholder financial goals, benchmarks and deadlines.
 - c. Publish regular reports.



Proposed Organizational Next Steps

1. Accept the revised stakeholder organizational model.
2. Establish the role and responsibility of the Academy's Development Office as the lead agency.
3. Establish the roles and responsibilities within each stakeholder group as the supporting agencies.
4. Clarify systems of communication and inter-stakeholder processes and record the systems in an inter-stakeholder manual.
5. Determine interim goals, calendar and action plans.
 - a. 6 months
 - b. 12 months
 - c. 18 months
 - d. 24 months
 - e. 36 months
6. Identify lead workers for each stakeholder group.



Organizational “Moonshot” Goals

NPFAAAA

High Alumni Engagement
(TBD%)
High Alumni Giving (TBD%)
High Alumni Visibility
(TBD%)

PFAF

Paul R. Jones Construction
Summer Mentoring Camp
(inclusive and expansive)
Annual Oratorical Contest
(inclusive and expansive)
Scholarship Programs
(inclusive and expansive)

PFA

Renovations & New
Construction
Farm & Orchards Industry
Academic Innovation
Multiple Streams of Income
& Students



Discussion:

1. Do we accept this model? Does this model need tweaking? Do we reject this model?
2. Do we accept the role the Academy plays?
3. What role should supporting stakeholders play? And how can we unify while maintaining individual autonomy?
4. If we agree to unify and streamline, what are the common expectations and protocols critical for success?