

## Invest in the Future of Catholic Education

CATHOLIC SCHOOL education is an investment. Many families work hard to cover the cost of tuition because they value faith-filled formation and quality academics for their children. Many of these families rely on financial assistance, scholarship opportunities and development support to bridge the gap. That is why it can sometimes be difficult to understand the difference between (and the importance of) paying tuition and fundraising/donating.

It is important to understand the difference between simply paying tuition and lending a hand by participating in development/fundraising activities for your school. When it comes to understanding the concept of “institutional advancement,” there are two key terms which are closely aligned; fundraising and development.

**Fundraising:** Often related to a specific objective, fundraising typically has a monetary goal to accomplish a task. Fundraising can take place in various forms, such as a capital campaign, annual giving campaign or a specific project. In many instances, a fundraising gift becomes a one-time gift.

**Development:** The practice of giving money to benefit others because of a shared mission, commitment or intentional goal sits at the core of giving. A culture of giving refers to the attitude about giving as one of gratitude, appreciation and investment. Community members in a culture of giving feel a shared investment. Fundraising is important, but development is impactful. Now is the time to develop a culture of giving within your Catholic school community.

At the end of the day, both fundraising and development remain important activities because they help to keep tuition as affordable as possible. At most Catholic schools, tuition does not come close to covering the actual cost of an education. Funds received through fundraising and development help to bridge the gap between tuition revenue and the actual cost of running the school, and also provide the added resources which take the schools from good to great.

A unique way to ignite a culture of giving within a school community is by encouraging participation in Many Gifts, One Nation: A Day of Giving to Catholic Schools.

Countless people in our country have been blessed by the many gifts of Catholic schools, however, many have lost touch with their local Catholic school communities. It is a time for these people to reconnect with Catholic schools and give back.

The day is meant, first and foremost, to support Catholic schools in their already existing development and advancement efforts. Scheduled during National Catholic Schools Week (CSW) for January 29, 2019, 12 PM EST to January 30, 2019, 12 PM EST, this is a time for individuals to give to their local Catholic schools. By leveraging social media, this national day of philanthropy and camaraderie will invite all people, across the country, impacted by Catholic school education in ways big and small, to donate at a local level. This day is made possible with the generous support of FACTS.

Work with your school parent organization to share the news with others about how they can give to your school community.

CSW is a time to celebrate, reflect and show gratitude. Parents are an important part of the Catholic school community. Join a national day of appreciation and recognition by supporting your school’s CSW and year-round marketing efforts.

Here are five ways you can help maximize your school’s participation in Many Gifts, One Nation:

1. Donate directly to your school;
2. Email friends and family asking them to make a gift;
3. Ask local businesses to post flyers asking people to give;
4. Volunteer at your school’s giving booths to help visitors make online donations while at campus;
5. Share your school’s giving page on your social media accounts and consider recording a video sharing what makes your school so great.

For more information about Many Gifts, One Nation: A Day of Giving to Catholic Schools, visit [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts).



**Many Gifts, One Nation**  
*A Day of Giving to Catholic Schools*