Chapel Hill High School

Class of 1978

5-Year Scholarship Fundraiser Strategic Plan Proposal

February 25, 2024

**Scholarship Fundraiser Strategic Plan Outline**

1. Vision Statement
2. Committee Statement
3. Team Building Concept and Benefits
4. Fundraising Goals
5. Budget
6. Marketing Strategies
7. Endowment Agreement
8. Endowment Celebration Plans
9. Remembering our Classmates

**Vision Statement**

To provide annual collegiate scholarships in **HONOR** of the members of the Chapel Hill High School Class of 1978.

**Committee Statement**

It gives us great pleasure to share with you our 5-year “Scholarship Fundraiser” Strategic Plan. This is our roadmap to establish our scholarship endowment and to have fun funding it. As proud members of the Chapel Hill High School Class of 1978, we’re envisioning our long awaited “golden years” with you again! Taking action today brings great excitement about staying connected with you for years to come!

Before we reached the pinnacle of our careers, the foundation of our early learning started in the Chapel Hill/Carrboro school systems. It was those early formative years with you that still bind us together today! When we transitioned from high school to the world that awaited us, our friendships from grade school were already solidified for a lifetime. And now, as we approach our well-deserved, retirement season, it’s a beautiful time to stay connected with each other!

Our 5-year strategic plan is inclusive for all class members with our new team concept. With our collective financial support, we’re leaving our legacy with each recipient who receives our scholarship award. Through our decentralizing, team fundraising efforts, all class members will have ongoing opportunities to validate their stake in our legacy. This is OUR milestone moment together as trailblazers to establish our Endowment scholarship at CHHS and we’re honored to be members of the Class of 1978 with you.

**Team Building Concept and Benefits**

* Decentralize our fundraising efforts through teams.
* Establish teams with 10-15 people.
* Have unique names for each team.
* Have two Reunion Committee members on each team as leaders of the team.
* Have your lifelong friends on your team to stay connected.
* Promotes class unity.
* Excites creativity within your team.
* Keeps classmates connected more often.
* Everyone benefits with the aggregate giving from their teams!

**Fundraising Goals**

Recent annual fundraising amounts:

* 2023 - **$12,308.79, amount received**!
* 2024 - $2,083.21, amount raised!
* 2025 - $12,000, projected amount to raise!

As we get closer to reaching our $25,000 fundraising goal, we will start the process for putting our scholarship Endowment in place! **This is the point when we can fund our annual scholarship payout in PERPETUITY from the annual INTEREST earned from our principal balance.**

*“Perpetuity means – the property of lasting forever. Anything in perpetuity keeps on going and going and going”.*

In the year 2060, when most of us would reach the centenarian age of 100 years old, our scholarship endowments will still be paying out $1,000 per year after our contributions stop in 2028. By that time, we will have at least two and possibly three annual scholarships to award if we support the 5-year strategic fundraising plan.

Here are our annual fundraising goals until our 50th reunion!

* 2025 - $10,000
* 2026 - $10,000
* 2027 - $10,000
* 2028 - $15,000, our 50th Class Reunion year!

**Budget**

**2024:**

* Miscellaneous - $200
* Website Initial Setup Cost $175

**2025 - 2028:**

* Annual Scholarship Fundraiser gathering - $1,000
* Miscellaneous - $200
* Photo Shoot - $500 (for 2025 only)

**Marketing Strategies**

* Establish 10 or more teams to contribute a minimum of $1,000 each year.
* Establish a WEBSITE for the Class of 1978 to effectively communicate with classmates about Scholarship activities and provide updates about classmates.
* Set a Day of Giving date during the March Madness weekend on the same day the UNC Tarheels Basketball team plays!
* 10-10-10 giving strategy (10+ players on a team, giving $10/mo for 10 mos) = $1,000 minimum from the team!
* Each team can develop their own communications process within their team through Zoom conference calls, e-mail, Facebook, text messaging or gathering at a team player’s house.
* Each class member will work with their Team Leaders to send their amount. For some, it may be $10/mo and for others it may be $100/mo. Whatever amount is contributed, it helps your team and our aggregate goal.
* Collaborate with the administrators of CHHS to confirm our place on their history wall.
* In 2025, have a 65 year and older Scholarship Fundraiser party or “old fogey” party!
* Have annual FELOWSHIP gatherings with our classmates before our 50th Reunion.
* Keep close ties with our classmates to let them know they’re part of the #1 graduating class from CHHS and they’ll always be remembered!
* Brand our 1978 class as the FIRST “stand-alone” graduating class to establish its scholarship endowment at CHHS!

**Endowment Agreement**

* Have our Endowment Agreement written as we desire to have it administered!
* Work with lawyers from our class to review and incorporate changes to the Endowment base Agreement from the Public-School Foundation.
* Have our Endowment information listed on the Public-School Foundation Scholarship page.
* Designate members of the Scholarship Committee to be signers of the Endowment Agreement.

**Endowment Celebration Plans - 2025**

* Meet with school Administrators at CHHS to discuss having our class picture on the wall of “History of CHHS”.
* Set a date to have our class picture taken in front of CHHS and designate two class members to organize the scheduling and backdrop of the photo shoot.
* Assign a few class members to organize the CELEBRATION of our Endowment!

**Remembering ALL Classmates**

There will inevitably come a time when all members of the Class of 1978 will no longer be able to attend our reunions or any other fellowship gatherings that we have due to age, health reasons or death. But until that time comes, we’ll celebrate these good times together while we can! So, let’s stay connected through our collective friendships to support our Endowment Scholarships for our fallen classmates!

**This is how we’ll ALL be remembered as members of the Class of 1978!**