



Case Study

Healthy Schools Campaign



Situation:

The Healthy Schools Campaign’s fundraising strategy was focused primarily on sponsorship and grant opportunities. A huge opportunity existed for leadership to expand fundraising strategy to increase individual giving, build and strengthen relationships, and deepen engagement of existing supporters.

Action:

SNP partnered with Healthy Schools Campaign to help leaders align around and develop a strategy to deepen existing relationships and increase individual giving. SNP provided TEAM Cycle training sessions to key leadership including the Chief Executive Officer, the Vice President of Strategy & Development and the Chair of the Board of Directors.

- **Internal Assessment** – SNP reviewed organizational materials, assessed history and track record of donations to determine readiness for a campaign;
- **External Assessment** – SNP provided the framework for a Case for Support/Philanthropic Value Proposition to be “tested” with focus group and other key stakeholders, and conducted a focus group with select board leaders/donors/key stakeholders;
- **Recommendations** – Based on the assessments, SNP made recommendations for increasing relationship-based fundraising and leveraging existing institutional support by deepening engagement through the formation of a Civic & Business Advisory Committee;
- **Training** – SNP provided TEAM Cycle training consisting of five one hour sessions and a series of action based learning assignments, focused on creating a robust, actionable development plan and developing rigorous systems for relationship and donor management.

Results:

As a result of the TEAM Cycle Trainings, the Healthy Schools Campaign achieved the following results:

- Increased confidence in fundraising ability and stakeholder commitment to the Healthy Schools Campaign mission;
- Renewed energy in the vision for the Healthy Schools Campaign;
- Establishment of a Civic & Business Advisory Committee composed of key leadership from leading Chicago based corporations, organizations, and institutions;
- A robust strategy to build and strengthen relationships and increase individual giving; and • Formation of a Circle of Support to deepen engagement with key donors.