



SHARING THE CREDIT

CASE STUDY

Private School

Sharing the Credit increased the school's donations by allowing businesses to give.



New Type Of Funds

The School has always had support from local businesses and received a range of small to moderate donations, but nothing quite like this. In the past, donations typically came straight from a company's bottom line. This model is more sustainable because the giving is built into everyday operations.

The School already had an active local presence and a loyal supporter base, but real growth required a capital campaign. While donor support and legacy giving were already established, businesses had never incorporated giving into their regular operations, and the School never expected that a **single business could contribute \$90,000 in one school year.**

They Had Their Own Homework To Do

The School understood what it needed:

- Funds that didn't hurt the business to give
- Bigger donations than normally would be given
- Long term givers

Legacy Giving that's Not Quite Legacy...Yet

Our capital campaign was a success, but notably, contributions continue to grow. The School now recognizes that donors may keep giving through the simple redirection of fees that donor businesses were already required to pay.



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