

**Development Report**  
*Submitted by Vicki Campanella, Director of Development*  
February 17, 2011

**LAST REPORTED: October 21, 2010**

The goals of the Development Office of St. Mary School include, but are not restricted to, the following areas:

- Public Relations/Marketing to parish and community
- Recruitment and Retention of Students
- Conduct activities that “meaningfully involve people” in our mission and vision at St. Mary School
- Build Endowment Fund while educating publics

At St.Mary School, since last report:

Continue to meet with other Development Directors from throughout the diocese on a quarterly basis, sharing ideas, processes and programs. Goal is to advertise our diocesan schools as a “whole” system.

**•PR/Marketing**

Ads placed in Gilroy *Dispatch* for Open House and Registration information  
Articles in diocesan newspaper, *Valley Catholic* submitted by DAC member Kelly Barbazette  
Photos and short captions in Gilroy *Dispatch* submitted by Kelly Barbazette

**Website**

Updating school information on websites Local Visibility.org, Good Search, iGive and Great Schools  
Continue with goal to go “paperless” 2011-12; working toward that with bi-weekly inserts and posting of inserts on website <Wednesdaybulletininserts>  
Revision of website—committee of “tech” parents working with Mrs. Mantecon

**•Recruitment and Retention of Students**

Pre-school mailing and visit prior to K Open House  
Tours of school given as requested.  
Tuition Assistance application process for 2011-12 with PSAS (Private School Aid Service) an independent agency  
Communicating with Religious Education program to advertise Registration information in newsletters in addition to Parish Bulletin  
•Website and Social Network (Facebook) is updated on a regular basis to provide school information to all publics. FB, in the last year, has connected us with 290 friends—alum and current parents.  
Major effort in Mothers’ Guild to welcome New Parents and involve them in the school. Working on inclusiveness in all areas

Working on addition to webpage to show subjects and number of children from SMS and how they fall in the scoring giving parents more information about test scores at SMS, something that is constantly requested by interested parties.

**•Meaningful involvement of people. . . .**

April 2011....begin planning of 140<sup>th</sup> Anniversary Gala including alumni Class Agents, Development, Men’s Club and Mothers’ Guild  
Alumni Basketball Tournament, April 16, 2011  
Reunion of the Class of 2007, May 11, 2011  
Coordinating efforts of Men’s Club, Mothers’ Guild and Auction Committee

**•Build Endowment**

•Funds at Diocese investment pool, CD and Gilroy Foundation: [\\$278,269.57](#)  
•Annual Fund goal set at \$20,000 for 2010-11 when launched December 1. Funds to date (general fund), [\\$14,423](#)  
•End of year gifts expected from Clubs/Auction. Endowment Funds will provide for the future of St. Mary School.  
Grant requests written to Gilroy Foundation, Gilroy Assistance League and Catholic Foundation—Repair and Maintenance Fund.