

## Policy Series 4000: Advancement, Marketing and Communications

### 4.1 Policy on Advancement

AMDCS comprehensive advancement programs and member school fundraising and development efforts have distinct functions. The AMDCS advancement programs are directed toward the stated goals of the AMDCS. Fundraising and development programs of member schools are directed toward specific needs identified by the principal and their advisory groups.

The Advancement Director (AD) works in close partnership with the fundraising staff of the AMDCS schools. When appropriate, the AD assists in communication and coordination of successful site-based fundraising programs.

All gifts received by the AMDCS will be accurately recorded, allocated according to donor designation and FASB standards, and disbursed according to Archdiocesan and AMDCS guidelines.

#### Guidelines

- I. Annually, the AD works with the appropriate staff/volunteers to create a workable master calendar at member schools that promotes all members' success.
- II. The AD will communicate and negotiate with member school principals and fundraising staff about approaching the same prospective major donor or foundation. The AD will endeavor to ascertain the prospect's interest in the member school and AMDCS. If ascertained, the prospect's preference will guide the solicitation. If donor preference can not be ascertained, the goals of the AMDCS will take priority using the benefit for the whole AMDCS as a guiding value in decision-making.

- III. **Unrestricted gifts** received for the use of the AMDCS less than \$2,500 will be utilized in the advancement of the Alliance goal for curriculum enhancement. Those gifts will accrue for annual distribution on a needs basis. These distributions will primarily be used for specialized professional development or equipment and instructional materials within member schools.
- IV. **Unrestricted gifts** received in the amount of \$2,500 or greater will be reserved for use by the AMDCS.
- V. The balance of the net proceeds from Cardinal Levada's farewell gala will be reserved for tuition assistance. The Finance Committee will annually review the balance of the fund and report to the board.
- VI. **Annual tuition assistance** gifts solicited and received by AMDCS fundraising efforts will be distributed by the following prorated formula:

The total tuition assistance monies raised by the AMDCS will be divided by the total number of Archdiocesan Family Grant awards made within the AMDCS member schools the previous year. This will yield a "per child" value of total tuition assistance gifts. Each school will be awarded an amount that is equal to the "per child" value times the number of Archdiocesan Family Grant awards that went to their school families.

This formula will provide a prorated share to each member school of any monies raised by AMDCS staff for distribution by principals. This will provide the greatest flexibility for each school to meet the immediate needs of their community.

## 4.2 Policy on Marketing and Communications

AMDCS will develop a Marketing and Communications plan in order to better inform the broader community about its vision and goals. The Advancement Director shall provide leadership for its implementation.

## 4.3 Use of Name and Logo

The AMDCS has adopted a name and logo that represents its Mission. Use of this name or logo implies a close connection with AMDCS and its use is encouraged in order to further the AMDCS goals. The association of individual employees, principals, faculty/staff, students, or parents with a member school is not, by itself, sufficient basis to use the AMDCS name, logo, or insignia.

- Authorization for use of the logo is extended to member schools. Individual member schools are encouraged to incorporate the Alliance logo in school publications and communications to parents and other publics. (*See Policy Guidelines.*)
- All other uses of the logo or insignia by member schools may be authorized only by written approval of the Executive Director or the Advancement Director.

## Guidelines

- I. AMDCS member schools use the AMDCS logo in school publications, communications to parents and other publics after review by the Executive Director.
- II. Requests for use of the AMDCS logo should be submitted to the AMDCS office within a reasonable time frame to allow review by the Executive Director or Advancement Director. (*Suggested time frame is ten working days. Request forms are available at [www.AMDCS.org](http://www.AMDCS.org).*)