



**PROJECT
SUCCESS™**

Where students connect
to their purpose

BIG IDEAS, BIG CAMPAIGN, BIG TRANSFORMATION

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HOW WILL YOU TRANSFORM YOUR ORGANIZATION?

- Capital Campaign
- Program Expansion Campaign
- Endowment Campaign
- Comprehensive Campaign



WHAT'S THE BIG IDEA?



EVERY CAMPAIGN HAS TO ANSWER THE 5 BIG QUESTIONS:



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ADVISORS

- 1. WHERE ARE WE GOING?**
- 2. WHY DOES IT MATTER?**
- 3. WHY ARE WE THE ONES TO DO IT?**
- 4. WHY NOW?**
- 5. WHAT'S IT GOING TO TAKE?**



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PROJECT SUCCESS BIG IDEA

- Double and Deepen programming
- **DREAMS TO FUTURES** program expansion campaign, 2016-2020



PS™

WHAT IS PROJECT SUCCESS?



WHAT IS DREAMS TO FUTURES CAMPAIGN?

\$10 MILLION PROGRAM EXPANSION CAMPAIGN:

- Expand to serve all MPLS students grades 6-12
- Launch new out of school programs
- Test and build partnerships for national impact



**BEYOND ITS
DOLLAR GOAL, THE
CAMPAIGN IS ABOUT
TRANSFORMATION:**



PS™

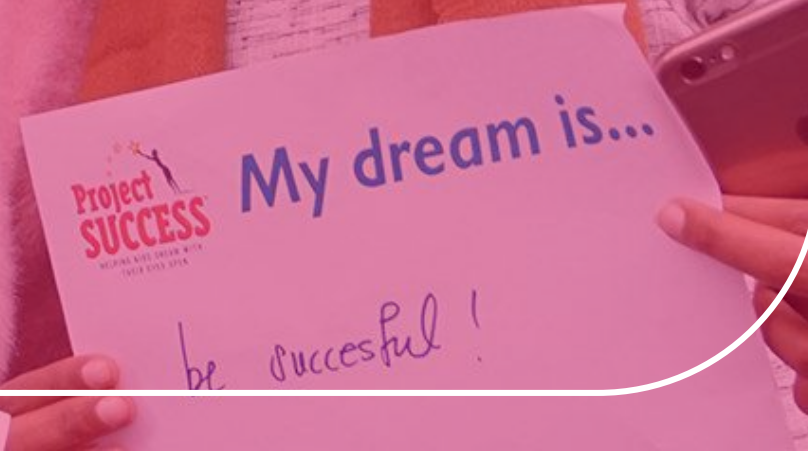
TRANSFORMATION:

- Double our staff and our budget



TRANSFORMATION:

- Build and deepen our relationship with board members



PSTM

TRANSFORMATION:

- **Seize opportunities**

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PS™

TRANSFORMATION:

- **Make BIGGER and BOLDER asks**

The logo consists of the letters 'PS' in a bold, red, sans-serif font. A small 'TM' trademark symbol is positioned to the upper right of the 'S'. The logo is set against a white, rounded rectangular background.

PS™

A group of five young people are shown in various costumes and makeup. One person in the center wears a blue top and a skirt with a white feathered hem. Another person to the right wears a brown patterned vest. The background is a plain wall with some shadows. The entire image has a reddish-pink color cast.

TRANSFORMATION:

- New brand and website



PSTM

TRANSFORMATION:

- **DEEPEN donor engagement — for campaign and beyond**

The logo consists of the letters 'PS' in a bold, sans-serif font, with a small 'TM' trademark symbol to the upper right of the 'S'. The logo is white and set against a white rounded rectangular background.

PS™

TRANSFORMATION:

- **STRENGTHEN** future financial stability

The logo features the words 'PROJECT SUCCESS' in a large, bold, sans-serif font. Below it, in a smaller font, is the tagline 'Where students connect to their purpose'. The logo is white and set against a red background.

PROJECT
SUCCESS™
Where students connect
to their purpose

PS™

TRANSFORMATION:

- GROW the Annual Fund to new heights



CONSIDERING A CAMPAIGN? WHAT'S YOUR BIG IDEA?

- Where are we going?
- Why does it matter?
- Why are we the ones to do it?
- Why now?
- What's it going to take?



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QUESTIONS?



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THANK YOU!