

**#Imagine  
#Invest  
#Inspire**

## **Refueling our Legacy**

### **Southwestern Christian College New Horizons Campaign**

#### **New Horizons Defined**

- A 6-Year Comprehensive Capital Giving Campaign to Generate 7 Million Dollars for Southwestern Christian College by 2025
- A collaborative effort among the Board, the President and Alumni Association to position Southwestern Christian College with needed funds to secure a solid financial posture to catapult the institution forward and equip it to continue serving students and offering a holistic educational program that motivates students to value and achieve academic excellence within the context of commitment to moral and spiritual values

#### **The Need**

- The campaign rises out of a need to make a concerted effort to raise ample funds to more effectively support Southwestern Christian College's stated mission/purpose.
- The campaign will provide funds that will serve as a catalyst to advance sustainability, increase staff remunerations, and update facilities.
- The campaign will provide the college with the means to increase its annual enrollment by offering an increased student experience with expanded courses and programs, degree offerings, and extended services to diverse populations.

#### **The Strategy**

- 2019 is a pivotal year for the New Horizons Campaign. It is a year to lay the ground work, in addition to identifying inaugural campaign donors.
- 2020 is a critical fundraising year for Southwestern Christian College. The need to raise \$1,000,000 to replenish the endowment and \$1,000,000 for infrastructure development is needed.
- **Years Two through Six (2021-2025) in addition to infrastructure will go for:**
  - \$1,000,000 for increased Faculty and Staff Health Benefits
  - \$1,000,000 for Student Support Services
  - \$1,000,000 for additional Facility Renovations
  - \$1,000,000 for Southwestern Christian College Endowment
  - \$1,000,000 for Technology Upgrades

## The Method

The College plans to implement several methods in an effort to ensure that campaign goals are met. The intent is to reach the campaign goal prior to the sixth year. The methods below provide safe guards to reaching the goal.

## Friends and Alumni

- 2,000 alumni and friends will be asked to give 1,000 per year or \$84 per month for a total of 2,000,000 in the first year. The second through the sixth year, 1,000 friends will be petitioned for 1,000 per year.

## Church support

Churches	Annually	Total
5	20000	100,000
20	10,000	200,000
20	7,500	150,000
20	5,000	100,000
20	2,500	50,000
20	1,250	25,000
Total 105		625,000

## Building of Team New Horizons Campaign

- Team members comprised of individuals who make a special commitment to the college to raise funds as part of the New Horizons Campaign will be placed on teams and given goals. These funds raised must be above all other contributions given or raised for the college.
- The team names will coincide with the marketing of the campaign -- Imaginers, Investors, Inspirers, Refuelers, Horizons
- Funds may be generated from foundations, corporations, government agencies, businesses, and individuals.
- The amounts to be raised by each of the five special friends or constituents of the College are as follows:
  - Raise per year for six years:

Team Imaginers	\$1,000-\$2,999
Team Investors	\$3,000-\$9,999
Team Inspirers	\$10,000-\$24,999
Team Refuelers	\$25,000-\$49,999
Team Horizons	\$50,000 plus