



Annual Visionary Campaign Plan

West Sound Academy is a non-profit organization that thrives through tuition revenue and fundraising. The school receives no funding from the state or federal government. The true cost to educate a student at the school exceeds a tuition rate that our community can support. As such, inspiring families and other philanthropists to make tax deductible gifts is a necessary component of our business model.

In addition to the Auction Gala, the other major fundraising event that WSA conducts is our Annual Visionary Campaign which serves the purpose of making up the difference between what it actually costs to attend WSA and what we charge in tuition.

Funds raised through the Annual Visionary Campaign allow West Sound Academy to offer enriching and engaging academic, elective, and arts programs, attract top-notch teachers, provide library databases, support after-school clubs, and help support funding rainy day reserves.

In 2019-20, WSA is moving to a new model of giving by asking our families to establish a monthly gift that will be automatically charged to a credit card on file until their student graduates or withdraws. The monthly amount can be adjusted, paused or suspended at any time but will continue until the student graduates or written notification of a change is provided by the donor.

The monthly model makes it easy for families to give a little bit at a time and to know that their support of the school helps inspire additional philanthropy from major donors. Participation in the annual campaign by ~~the~~ 100% of the staff, Board of Trustees and families is a major indicator to grant-makers and philanthropists that the school has gained the trust of the community.

The monthly model reduces the amount of campaigning the WSA administration needs to conduct each year saving time and resources. However, annual gifts can also be arranged and you can choose how and when you make your one-time donation each year. Thank you!

Name: _____ Date: _____

_____ **Monthly Option:** Please charge my credit card on file \$ _____ on the:

- 1st of the month
- 15th of the month

This amount will be charged each month until your student graduates or written notice is received to modify the donation. A receipt of your tax deductible gift for the preceding year will be mailed each January.

_____ **Annual Option:** I prefer to make a one-time gift in the month of: _____. I understand this amount will appear on my monthly invoice and be due on the 15th of that month. This gift will be invoiced annually until your student graduates or written notice is received to modify the donation. A tax receipt will be mailed upon receipt.

_____ **Ask Me Again Option:** I prefer to wait until you publicize the Annual Visionary Campaign later this year.

Donor Signature