

Original research

- The big goal
 - MISF connects and strengthens Minnesota's independent schools through exceptional training, resources, and advocacy.
- Professional development resources
- Networking/connecting
 - Supporting leaders
 - Part of a larger body
- Advocacy
- STEM grants and resources

How do we?

- Expand our base of support
 - “MISF does not have any graduates”
 - What you get vs. what you are part of
- Define and ensure long-term viability of MISF
 - What happens if MISF isn't here?
- Partner for business purposes
 - Real estate
- Market and message
- Fund it all

Philanthropy/business model

- Philanthropy/business model
 - Heavy reliance (historical) on limited pool of funders/donors
 - Small individual donor pool
 - Who supports private education? What if they knew about us?
 - “Active” recruitment of supporters
- Partners
 - What’s our “real estate?”
 - Access to members
 - Sponsorship packages w/o being too “oversold”

Membership growth

- Membership
 - Quantity vs. affordability vs. capacity
 - Membership is <20% of budget
 - Engagement and awareness
 - Clear messaging – why we exist?
 - 3/15-8/31 is our case for support
 - Engagement journey

Marketing and message

- What's the clear message?
 - advocacy, all inclusive
- Opportunity gap
- Repository of data
- Supporting materials
- Advocacy capacity and effectiveness
- Define org outcomes