



Catholic
Development
Network Inc.

Session I

What a High Performing Development Office Looks and Sounds Like

David Formosa Director of Development St Bernard's College



Develop what???

DO THEY GET IT?

Establish what you are not.



What is Development

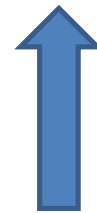
- Marketing and Communication
- Community Engagement
- Enrolment
- Fundraising
- Archives
- Identity (Branding)
- Events



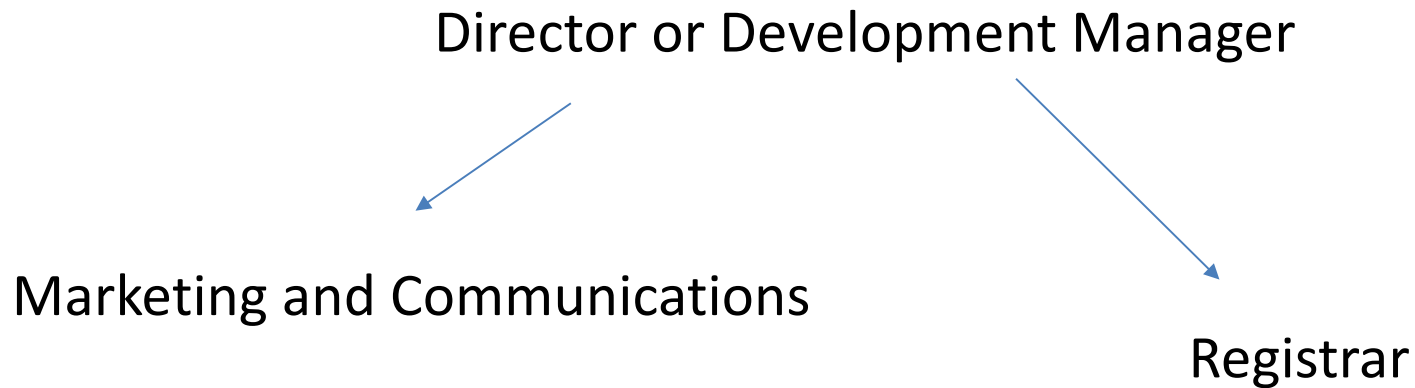
Needs Based Development Team

Development Team Evolves in accordance to the needs of the school.

Budget plays a big part of



From Little Things



Wish List:

- Development Officer
- Events Coordinator
- Foundation Officer
- Alumni Coordinator
- Archivist
- Community Liaison
- Bequest Coordinator



What does Development do?

Customer Experience

Enrolments Identity/Branding Internal Events

Publications Social Media Data Management Website

Archives Advertising Fundraising

Community Liaison External Events

Promotional Material Bequest Cultivator



You are the voice, the look, the feel.



Development Advancement

The Development Team must always be looking for ways to improve, to be innovative and forward thinking.

Brand yourself as more than office support.

