CASE STUDY

Chesterfield Education Foundation

How Chesterfield Education Foundation Pivoted to Support Vulnerable Students and Their Families During COVID-19
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THE CHALLENGE

The Chesterfield Education Foundation (CEF) works to provide equitable educational opportunities and increase classroom innovation for Virginia's Chesterfield County Public Schools' students through mentoring and reading programs, test preparation, and innovation grants to educators.

Prior to beginning in the Network for Good Jumpstart Program, CEF struggled to understand their donors and how best to engage with them. They also sought to build stronger partnerships with businesses and families in their community, and to communicate more effectively with their Board of Trustees in order to be transparent and financially responsible.

As a small (but mighty) team of three, CEF set grand ambitions for 2020, and were met with an array of challenges.

THE STRATEGY

In late 2019, Chesterfield Education Foundation applied for and received a micro-grant from the Robins Foundation to enroll in Jumpstart, a fundraising capacity building program managed by Network for Good.

Led by a team of three prolific nonprofit leaders – Tyren Frazier (Executive Director), Gina Bedford (Administrative Operations Manager), and Jake Bailey (Development Manager), CEF has risen to the occasion in the wake of COVID-19. When the pandemic began, they leveraged Jumpstart’s technology to quickly launch a series of fundraising campaigns, fueling their provision of food and financial assistance to families in need.

“Jumpstart has allowed our organization to be more versatile in our fundraising efforts. From understanding our donors and their tendencies better, to being able to pull reports and present accurate data to our Board of Trustees, Jumpstart has improved our fundraising capabilities immensely.”

JAKE BAILEY
Development Manager
To continue engaging an increasingly isolated community, they have also worked closely with their Personal Fundraising Coach, Lea Ann, who has provided new fundraising tactics to help the trio think through and try new outreach strategies. With her guidance, they have been able to make more targeted asks, far exceed their fundraising goals, and double their recurring donors (see below for details).

“Jumpstart has improved our fundraising capabilities immensely. The tech support provided from Jumpstart has been excellent. The flexibility the [campaign] pages create, and the ability to start fresh, delete old, and provide as little or as much information needed in the pages allows us to portray the perfect message to increase donor acquisition.”

What’s next for CEF? Tyren Frazier, Executive Director, has set two ambitious goals to support their 63,000 students in Chesterfield County during virtual learning: provide 1:1 technology to every student, and ensure every student has internet access.

Given the uncertain nature of schooling, CEF will continue to face challenges that will require harnessing the power of community-based support.

“We commend the CEF team for embracing the Jumpstart process, and for leveraging the program while pivoting to meet the needs of students and families!”

JAKE BAILEY
Development Manager

RESULTS

COVID-19 response:

$75,000 in food assistance

$50,000 in technical support for students

$150,000 in direct family payments of $500 each

140% Raised $70,000 more in revenue than 2019 total in just six months (140% increase)

1,497 1,497 donations since the beginning of Jumpstart, 100% increase in recurring gifts.