



CASE STUDY

Nueva School Transforms Advancement and Raises \$100 Million

The evolving Nueva School, located in the Bay area, hired Joe Cheeseman to leverage his skills and change the course of its advancement efforts. Cheeseman had no experience or skills pertaining to development best practices but his school, a CASE member institution, sent him to the CASE Summer Institute for a week of intensive learning and networking. He realized his skill set and interests were a great match for an advancement career, and has dedicated the past 15 years to driving institutional success.

THE CHALLENGE

Modernizing Advancement Practices

The Nueva School serves gifted students with a pioneering social and emotional learning curriculum. The school started off as K-6 and has grown to K-12, graduating its first high school class in 2021. Additionally, the school partners with global entities to share their learning processes and collaborates with peer institutions.

Advancement Efforts—Pre-CASE Membership

Prior to hiring Joe Cheeseman as the first official Director of Development, fundraising efforts at Nueva School were spearheaded by a dedicated group of parents. These parents were effective, but as volunteers, they were under-resourced and missing opportunities that a full-time advancement staff would have found.

The biggest challenges faced by a volunteer fundraising force involved:

- Not using best practices in advancement
- Lacking reliable data collection and analysis to guide strategy
- Not receiving trust and support from the board of directors
- Not having formal structure and organization

Advancement efforts were falling short of the school's full potential. Without serious training and resources, volunteers cannot achieve the success that a professional staff can. Realizing this, the school decided it needed dedicated staff to drive results to serve a growing population and hired a full-time director.

THE SOLUTION

Leverage Data to Build Sustainability in Nueva School Advancement

Joe Cheeseman had already used CASE resources and instruction to excel in previous advancement positions. He knew the CASE's value and community and wanted to have it available for his new position at the Nueva School. Equipped with CASE membership for the Nueva School, Cheeseman accessed and benchmarked to devise fundraising strategies.

Leveraging the CASE Community

Throughout Cheeseman's overhaul of Nueva School's fundraising, the CASE community provided an essential layer of support. CASE members and staff are always available to answer a wide range of questions and help with problem-solving initiatives. CASE's collective resources support members to grow and increase institutional advancement performance.

The Data and Benchmarking Long Game

Cheeseman implemented best practices to start collecting and recording pertinent fundraising data. He also used CASE to benchmark the data against similar schools to understand where Nueva School stood, and what its growth potential could be. As the data accumulated, he was empowered to build fundraising strategies while targeting new donor groups and expanding the overall footprint. He was also positioned to scale growth and create long-term planning for sustainable revenue and more resources pulled back into the advancement office.

Expanding the Advancement Office

As the school's data sets grew and the fundraising campaigns expanded, more revenue was funneling back into the school and the opportunity to continue growth was evident. Cheeseman worked hard to find the right people, often collaborating with the CASE community for vetting and assistance. With the right people in place, he introduced them to CASE webinars, conferences and resources. He designed a development office where advancement professionals were positioned to succeed.



What Nueva School had to say

"CASE is a highly professional organization that is truly open to engaging with you and introducing you to others to ensure your success and the success of your institution. The CASE Membership is worth every penny."

**JOE CHEESEMAN,
DIRECTOR OF DEVELOPMENT
NUEVA SCHOOL**

RESULTS

Advancement Trajectory Skyrockets

It's difficult to understand the previous advancement results when looking at the gains the Nueva School has accomplished today. Under Joe Cheeseman, along with CASE resources and community, the Nueva School development office is generating impressive results. The institution has achieved financial stability and is poised to manage growth effectively. The development office closed an incredible \$100 million capital campaign, putting it in an elite group of institutions serving gifted students.



Nueva School Enjoys Growth and a Bright Future

●
Data collection is consistent and accurate across all campaigns

●
Growth allows for new hires and acquiring more advancement resources

●
CASE community delivers support and guidance

●
Benchmarking helps the Nueva School map a road to success

●
Best practices are implemented

●
Successful \$100 million capital campaign



GET IN TOUCH

Want to learn how CASE can help transform your advancement office?

Get in touch to explore exclusive CASE member resources and introductory membership pricing.