



CASE STUDY

Gaston Day School's future is bright, leveraging data and teams in new ways.



Gaston Day School found itself at an institutional crossroads and turned to CASE for professional advancement. With hopes of furthering the organization, they needed an infrastructure that would financially stabilize their current state and help them achieve their future goals.

Established in 1967, Gaston Day School is an independent, non-sectarian college prep school near Charlotte, North Carolina. With a typical enrollment of 500 students, academic success is a top priority.

THE CHALLENGE:

A LACK OF INFRASTRUCTURE TO SUPPORT SUCCESSFUL FUNDRAISING.

The struggle to professionalize threatened Gaston's growth model.

1.

Decades had gone by with little focus on fundraising innovations, and sustainable success required new approaches. But they lacked the right tools and resources to inform their work and help them make wise financial decisions.

2.

All this time, the school did not have an alumni program. They had an immense need to understand the best practices for communicating and engaging with this very special audience.

3.

A lack of rich data prevented them from intentionally and thoughtfully educating the community on how an investment toward the school would lead to broad academic success and excellent student outcomes.



“Our biggest success is that we now have a clear picture and a map for what our next investment will be as it relates to advancement work, fundraising, and alumni relations.”

—LINDSEY FIELD

Director of Development, Gaston Day School



THE SOLUTION: CASE ALLOWED GASTON TO MAKE QUICK, POSITIVE CHANGES.

Rich Resource Library

Rather than starting from scratch or scouring the internet for reliable materials, Gaston leveraged CASE's trusted library of resources to support and socialize their efforts across teams. The Gift Acceptance Policy is a great example of a legally pre-approved resource they quickly implemented with zero friction.

Supportive Network

CASE's conferences and networking opportunities allowed Gaston to build relationships with others in their field from across the country. They continue to learn from each other and elevate strategies.

Insightful Data

The wealth of data that CASE offers to members helped Gaston leverage quality insights, which greatly supported their gap analysis. This gave Gaston's Board of Trustees a clear picture of where to invest and why it was statistically important. This ultimately helped them get approval to move forward with their plan.

“We're ready to see our efforts mature and blossom in a new way, and CASE is providing us with the foundational tools that we need to do just that.”

—LINDSEY FIELD

Director of Development, Gaston Day School



THE RESULTS: SOLIDIFYING FOUNDATIONS TO ACHIEVE SUCCESS.

A CASE membership helped Gaston Day School take a holistic approach to their advancement work.

They were able to:

●
Leverage data and best practices.

●
Provide the Board of Trustees with never-before-seen data.

●
Grow their team with greater intention.

●
Educate and align with senior leadership.

●
Make informed decisions about future investments.

●
Improve academic outcomes through data infrastructure.



GET IN TOUCH

Ready to transform your advancement team with a CASE membership?

Explore case.org/membership now.

