

Strategic Plan Years - 2&3

**Community
Engagement &
Thought Leadership**



Community Engagement & Thought Leadership Oversight Committee

- Gavin Keller – Parent & Community Goals
- Lisa Murray – Marketing Goals
- Mike Allbee – General & Budget
- Cassie – PC Liaison

Strategic Plan

Community Engagement & Thought Leadership

Year 1: Foundation & Alignment (2025–2026)

Priority 3: Community Engagement & Thought Leadership

- Begin planning for a Waldorf Innovation Conference to be held at Journey in Year 3
- Expand Journey's social media presence by highlighting teacher voices and alumni stories (monthly posts)

Year 2: Implementation & Expansion (2026–2027)

Priority 3: Community Engagement & Thought Leadership

- Finalize program for Waldorf Innovation Conference and begin inviting external speakers
- Increase community visibility through op-eds, blog posts, and local press engagement

Strategic Plan Rollout

Community Engagement & Thought Leadership

CURRENT STATUS

February 2026 Meeting Minutes

- Update on putting the plan in a condensed format that could be published on school website (Funraise)
- Simplify the plan to make it more concise for publication. Gavin and Shelley review the draft.
- Type of printed materials; how best to share the shorter version of the plan with the parent community and faculty.

ACTION ITEMS

- Simplify to make it more concise for publication (Gavin & Shelley)
 - Bookmark with QR code (Gaylen)
 - Journey Website (Gaylen)
 - Strategic Plan webpage for fundraising (Lisa)
- Schedule Fall Rollout Meeting with PC (Mike)
 - Align messaging with PC (Lisa)

Strategic Plan Completed Assets

Webpage



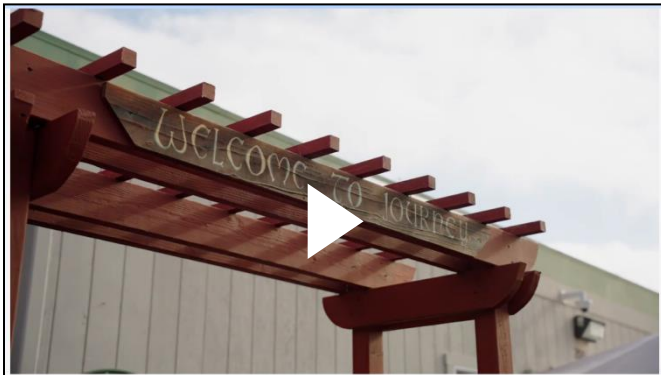
Planning for the Future -
Journey School

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JOURNEY SCHOOL MISSION

Rooted in the core principles of Public Waldorf Education, Journey School awakens curiosity in the whole child and cultivates ingenuity, compassion, and moral courage, leading Journey children towards a world of lifelong learning.

Video



Journey School
Strategic Plan

Educational Excellence
Sustainability
Community Engagement
Leadership



Scan to Read
The 3-Year Plan



STRATEGIC PLAN

The Journey School Strategic Plan was carefully developed with input from all stakeholders including our faculty, parents, and council members, with guidance from the Alliance for Public Waldorf Education. Each year prioritizes goals and outlines steps to achieve educational excellence, faculty and staff sustainability, community engagement and thought leadership.



Bookmark

STRATEGIC PLAN: AUGUST RETREAT

Review of Year 1 – KPIs, Resources and

Educational Excellence & Assessment

- Form Assessment & Curriculum Innovation Committee (ACIC)
- Map existing curriculum across grades to identify alignment gaps
- Draft Waldorf-aligned assessment rubrics and pilot for Grades 2, 5 and 7
- Create baseline student developmental profiles (academic + social-emotional)
- Create Journey Graduate Profiles (academic + social-emotional)
- Improve Google Drive/Classroom pilot for teachers' shared resource libraries

OVERSIGHT COMMITTEE
Shelley, Gavin, Jeannie

Faculty & Staff Sustainability

- Establish Faculty Sustainability Task Force
- Audit current teacher compensation /gradual pay gap plan
- Schedule time and stipends for cross-role planning between MCTs and Specialists
- Teacher wellness sessions pilot program
- Increase attendance at on-site summer PD/offer credit hours
- Conduct facilities audit/research campus improvement or relocation

OVERSIGHT COMMITTEE
Gavin, Shelley, Margaret

OVERSIGHT COMMITTEE
Gavin, Mike, Lisa, Cassie

Community Engagement & Thought Leadership

- Launch Parent & Community Education Series
- Hold listening circles for underrepresented families and EL learners
- Expand on-campus Waldorf PD programming for teachers
- Waldorf Innovation Conference Planning
- Expand Journey's social media presence
- DEI Committee - identify key focus areas and resources



Waldorf Innovation Conference

Community Engagement & Thought Leadership

CURRENT STATUS

January 2026 Meeting

- Reflections on the Alliance for Public Waldorf Education conference; ideas for the Journey-hosted conference.
- Possibility of hosting an Alliance for Public Waldorf conference on campus -- amount of planning and preparation required.
- Hellene Brodsky input: hosting such a conference is an immense amount of work for the host community.

ACTION ITEMS

- Form Conference Committee (Fall)
 - Determine “Type”
 - Go/No-Go Date
 - Set Date
 - Finalize Agenda
 - Plan/call for speakers
 - Plan/call for Sponsors

“Funraise” Fundraising Initiative

Community Engagement & Thought Leadership

CURRENT STATUS

- Analysis of Funraise webpage/analytics for 2025-26 school year
 - Campaign analysis
 - #/Type/Timing
 - Donor analysis
 - #/Type/Timing
- Reconciliation/audit of donations and final amounts
- Agreement that messaging is priority to align with PC

ACTION ITEMS

- **Fundraising Committee:**
(Gavin, Mike & Lisa)
 - Approve annual giving campaigns timeline and strategy
 - Get opt-in from parents for fundraising communications - Welcome packets
 - Approve Internal campaign to get teacher support
 - Develop Alumni Database Registration

Other Designated Goals

Community Engagement & Thought Leadership

YEAR 1: Goal #1

Expand Journey's Social Media Presence

- **Highlight teacher voices and alumni stories (monthly posts)**

Social Media Sub-Committee to:

- 1) Finalize General SM plan**
- 2) Choose profiles**
- 3) Determine how will these align with Educational and Assessment goals from the Strategic Plan**
- 4) Propose the budget**

YEAR 2: Goal #2

Increase Community Visibility

- **Op-eds, blog posts, and local press engagement**

Visibility Sub-Committee to:

- 1) Choose the media outlets**
- 2) Determine who writes the content**
- 3) Determine who approves the content**
- 4) Propose the budget**

Integrated Marketing Timeline

Community Engagement & Thought Leadership

Proposed Integrated Marketing Plan - 2026-27													
MARKETING INITIATIVE	JUNE '26	JULY	AUG	SEPT	OCT	NOV	DEC	JAN '27	FEB	MARCH	APRIL	MAY	JUNE
Strategic Plan Website w/Video				LAUNCH									
Marketing Committee Assignments	█												
PC Alignment			█										
Journey Website				LAUNCH									
Integration of Strategic Plan				█									
Social Media													
Social Media Plan - 26'-27		█											
List of Teachers and Alumni Finalized			█										
Teacher Profiles				T-1		T-2		T-3		T-4		T-5	
Alumni Profiles					A-1		A-2		A-3		A-4		A-5
Journey Video Blog									LAUNCH				
Rolling Quarterly SP Updates						Update 1		Update 2			Update 3		
Conference 2027-2028							GO-NO GO						
Date Set										█			
Agenda Finalized												█	
Call for Speakers (begins)													Summer '27
Call for Partners/Sponsorships (begins)													Fall '27
JFF/Seed of Support Website													
Parent Opt-in - Welcome Packets		█											
Alumni Database Registration		█											
Internal Teacher Education/Survey			█										
ANNUAL CAMPAIGNS													
Back-to-School Giving				█									
Recurring Doner Gratitude					█								
Giving Tuesday						█							
Spring Giving							█						
End-of-Year Giving									█				

Action Items for Approval 2026-'27 School Year

Community Engagement & Thought Leadership

- Integrated Marketing plan Timeline:
 - website(s), social media, fundraising and conference
- JFF annual giving campaign timeline and strategy
 - Opt-in from parents for fundraising communications - Welcome packets
 - Internal campaign to get teacher support
- Rolling Quarterly Updates on the Strategic Plan
 - Website(s) – transparency through communication
 - Align with Parent Cabinet

JOURNEY SCHOOL • DEVELOPMENT

The Journey Forward Fund

Year One in Review

Tending the soil that lets Journey continue to be Journey for every child who walks through the door.

A Report to the Journey School Board

June 2026

Disclaimer

The data is not all inclusive:

- Does not capture the full scope of fundraising activities in 2025-2026 that occurred through direct donations and employer matching
- Unique donors is a fusion of donors from various campaigns and sources and is being used for presentation purposes only
- Funraise is only one avenue for annual giving for Journey and is evaluated for marketing development purposes

Fundraising Overview

Unique donors	New donors	Recurring gifts
76	49	240

Total unique donors	76
Unique households	50
New donors acquired this year (first-ever gift)	49
Existing supporters migrated from PaySimple	27
Total transactions processed	337
Recurring gifts processed (all forms)	240
Monthly-commitment donors (Seeds Monthly)	14 families · 121 gifts
Donors covering platform fees voluntarily	55 of 76 (73%)
Donors expressing endowment interest	20

Campaign Breakdown

Campaign Performance

Campaign	Unique Donors	Transactions
Seeds of Support (one-time)	32	86
Seeds of Support — Monthly	14	121
Giving Tuesday	10	16
The Journey Forward Fund (umbrella page)	7	56

Donor Affiliation	Count
Current Parent	55
Grandparent / Relative	8
Teacher	2
Community Supporter	1
Former Parent	1
Current Student	1

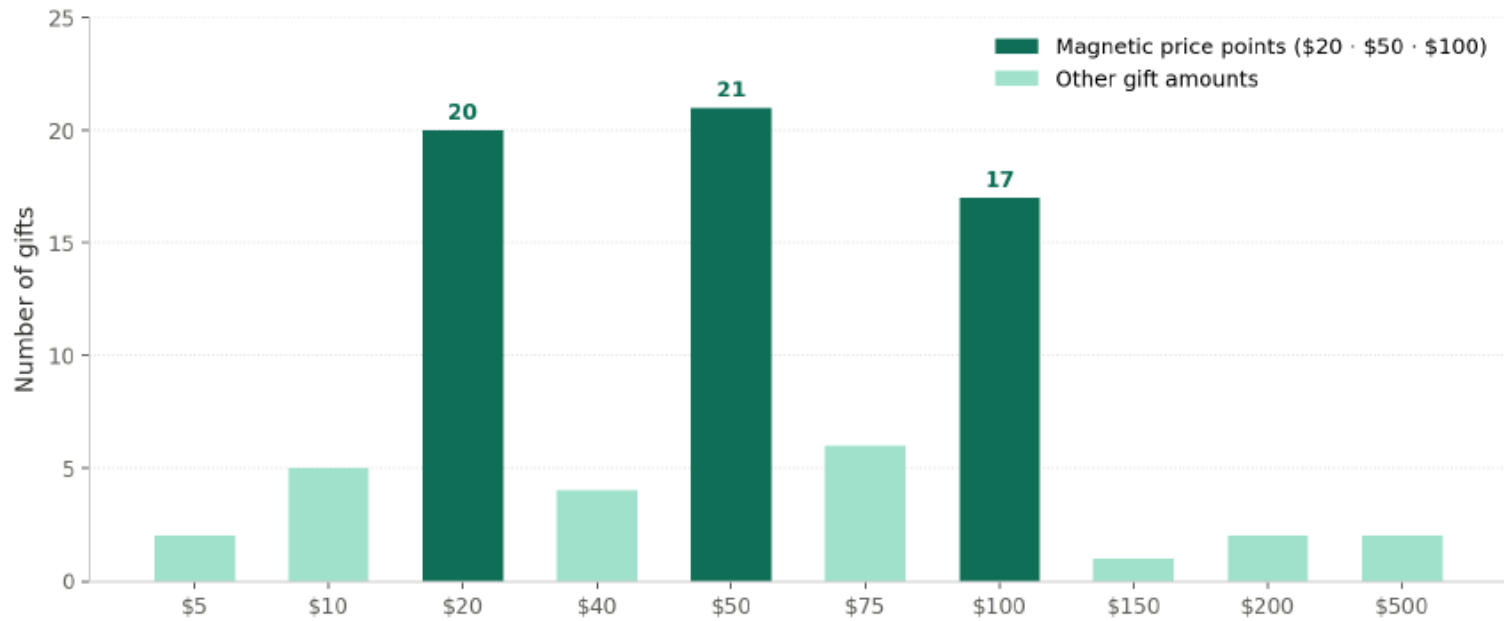
Monthly Giving Trajectory · July 2025 - May 2026



Month	Donors	Notes
July 2025	18	Pre-launch — legacy gifts
August 2025	14	Pre-launch — legacy gifts
September 2025	40	Back to School Night launch
October 2025	34	Sustained Seeds activity
November 2025	27	Pre-Giving Tuesday cultivation
December 2025	41	Giving Tuesday + year-end peak
January 2026	28	Recurring base maintaining
February 2026	27	Recurring base maintaining
March 2026	31	Spring activity
April 2026	28	Recurring base maintaining
May 2026	26	Recurring base maintaining

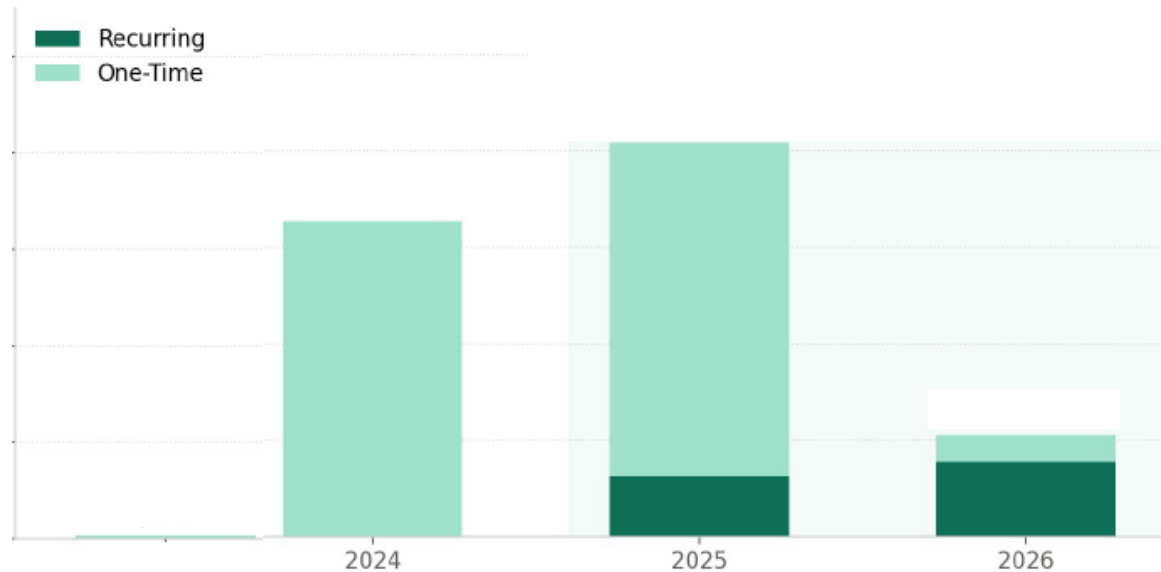
Gift Amount Examples

One-Time Seeds of Support Gifts - By Exact Amount Chosen



Amount	One-time gifts at this level	Monthly donors at this level
\$20	20 gifts	3 donors
\$50	21 gifts	3 donors
\$100	17 gifts	3 donors

Recurring vs One-Time Donations



Why This Matters

The shape of these charts illustrates the giving structure. Donations to the Journey Forward Fund happened in the past but what is better apparent is how the giving is done.

We can now take the initiative to organize, track and steward the giving based on how best the community gives.

The Core Giving Message

Parent Cabinet Fundraising: Fills the Day-to-Day Gaps

- Raises approximately \$60,000 annually through Journey School sponsored and Board approved events such as the Auction, festivals, campus sales and seasonal celebrations.
- ***PC maintains healthy reserves and operates with intentional discretion over how those funds are used and distributed with no Board or Journey staff involvement.***

The Journey Forward Fund: Long-term Protection

- A limitless annual giving program to support Journey School's long-term initiatives
 - Endless possibilities: corporate sponsors, private donors, grants
- Journey Board and Staff driven effort to support the school's existence
 - Supports the year-round, mission-critical funding that protects core programs and faculty to ensure Journey endures as a Waldorf Public School

Data Review Top Takeaways

- **Three giving amounts emerged as magnetic price points: \$20, \$50, and \$100.**
 - Donors arrived at \$20 and \$100 on their own — neither is currently featured as a tier on the Funraise giving page. This is consistent with what development research consistently shows: donors give from an internal sense of what feels right, not from being directed up a tier ladder.
- **Six major-gift donors gave 1,000+**
 - This pattern — a small number of major donors carrying a large share of revenue — is a textbook development reality and signals where strategic plan funding will come from.
- **Year Two Strategy:** the giving page should be redesigned to match where donors are actually landing.
 - A revised tier structure — \$20 / \$50 / \$100 / \$200+ — would honor the way Journey families actually give.
 - Develop a specific campaign to those who showed interest in an endowment.

Donor Endowment Interest

When asked at the point of giving whether they would like to learn more about funding a permanent campus solution, donors answered:

Response	Count
Yes	20
No	22

Lessons Learned & Next Steps

- **Donor behavior outpaced the giving page design.** Rebuild the current tier structure to match where donors are actually landing — closer to \$20, \$50, \$100, \$200, and \$1,000.
- **Messaging needs tightening.** Seeds of Support did the heavy fundraising work, while the umbrella "Journey Forward Fund" page raised relatively little on its own. *Year two should treat Seeds of Support as a campaign within the Journey Forward Fund rather than as a parallel brand.*
- **Teacher partnership.** Year one was anchored by parent volunteer leadership. *Year two should educate and invite faculty into a clearer ambassador role respecting autonomy.*
- **Major gifts deserve a dedicated lane.** The six donors who gave \$1,000+ represent a distinct program unto itself to build a bigger base.
- **Adjacent communities — students and alumni — were designed for, but not yet activated.** *Year two should bring those communities into the giving culture with leadership partnership.*
- **Marketing assets exist but are not yet being utilized.**
 - Strategic plan video
 - Integrated communication: Parentsquare, social media and PC- sponsored events

The Master Message for Fundraising

Every dollar raised through JFF protects the *publicness* of Journey: the specialty teachers, the rich curriculum, the small details that make a Journey education distinctive.
Public funding alone cannot sustain those things.

Parent Cabinet: \$60,000+

Annual revenue derived from events and healthy reserves, earmarked to bring joy and comfortable enrichment to the Journey Community.

The Journey Forward Fund

Tends to the foundation of the school: the faculty, the programs, the long-term planning that lets Journey continue to be Journey for every child who walks through the door.

The Journey Forward Fund

"Journey has always been a community that takes care of its own. The Journey Forward Fund is one of the ways that care expresses itself in dollars."

YEAR ONE INSIGHT

C

Donors give from an internal sense of what feels right. The job of the giving page is not to push them up the ladder — it is to meet them where they already are.

The seventy-six donors who gave this year, the 20 who raised their hand for the long-term, the families who showed up at Back to School Night and the Giving Tree, the colleagues who carried this work in countless small ways — every one of them is part of the foundation that year two will build on.