

100 Years of Inspiring Each

Campaign goal

Elevate the reputation of Eden Prairie Schools among students, families, staff and community by fostering an ongoing sense of pride and celebrating our progress, which will increase stakeholder engagement and improve their connections with the district and its schools.



100 Years of Inspiring Each

Campaign measures

- Maintain or improve current satisfaction levels as measured by our annual Morris Leatherman survey.
- Increase attendance at school and district events.
- Increase student retention.
- Increase staff retention.
- Raise at least \$100,000 for 100 years.
- Establish a database of at least 1000 alumni.



100 Years of Inspiring Each

Branding/activities

- Specific branding
- Banners at each school
- 100 day / 100 years lesson plans
- Give to the Max Day: \$19.24
- Launch of an annual alumni magazine
- Special acknowledgements
 - City of Eden Prairie Proclamation (Sept. 5)
 - Message from the President (Aug. 29)
- Email signature
- Time capsule
- Parent/Staff post column





CELEBRATING A CENTURY OF EXCELLENCE



OF INSPIRING EACH

100 Years of Inspiring Each

Events

- Wellbeing Fair & Intergenerational Choir at All Staff Kickoff
- Honoring 100 people making an impact on our district
- Community service/volunteering
- Citywide parade
- Citywide prom in partnership with the Eden Prairie Historical Society
























100 Years of Inspiring Each

Sponsorship

- Looking for sponsors to support additional activities/events
 - Laser light show (\$20,000+)
 - Oral history (\$10,000)
 - 100 Years book (\$10,000+)
- Sponsor benefit guide



100 Years of Inspiring Each

BENEFITS	TIER 1 \$25,000	TIER 2 \$10,000	TIER 3 \$5,000	TIER 4 \$1,000- \$4,999
In-person recognition at end-of-year celebration event				
Dedicated float in 100 Year Parade				
Company recognized and logo included as "in partnership with" in district publications and at events				
Logo and company ad included in first edition of Alumni Magazine (spring/summer 2024)				
Meeting with Eden Prairie Schools marketing and communications team to brainstorm marketing opportunities				
Exclusive "thank you" recognition social post				
Company logo in our physical mailers to entire city				
Logo on 100 year webpage				
One social media post with rest of sponsors				

An exciting
announcement
coming soon
from a Tier 2
donor!



100 Years of Inspiring Each

5-part video series

- 100 Years of Inspiring Each
- 100 Years of Educating
- 100 Years of History
- 100 Years of Community
- 100 Years of Learning





100 YEARS
EP
1924 2024
OF INSPIRING EACH



