



Faith Academy of Freestone

Expanded 2025-26 Business and Marketing Plan

Mission & Vision

Faith Academy of Freestone exists to partner with Christian families in the classical discipleship of children. Our vision is to produce students who are equipped with the tools of learning, grounded in a biblical worldview, and prepared to lead lives of virtue, service, and wisdom. Our purpose is to restore a vision of education that forms both mind and soul.

Business Structure & Leadership

The school is governed by a board of directors with fiduciary oversight and policy-setting responsibility. For 2025-26, the board will grow to 5-7 active members. We recommend clear committees be appointed for:

- Fundraising
- Finance
- Parent engagement
- Academic oversight

Execution Recommendation: Hold monthly board meetings, quarterly financial reviews, and an annual board retreat to ensure accountability and unity.

Revenue Streams

- Tuition from 25 students: \$162,500
- 4 Major Events: \$75,000
- Business Sponsorships: \$30,000-\$50,000
- General Donations: \$20,000+
- Student-led fundraising: \$5,000-10,000 potential

Execution Recommendation: Begin tuition billing on July 1. Offer monthly payment plans through an automated billing platform (e.g. QuickBooks, FACTS). Secure sponsors by June and launch early-bird event

registrations to build momentum.

Expense Management

- Personnel (salaries, payroll tax): \$195,500
- Curriculum and materials: \$22,000
- Admin and facilities: \$17,000
- Annualized debt service: \$84,000 (IRS and vendors)

Execution Recommendation: Use a part-time accountant or bookkeeper for monthly reconciliations. Monitor cash flow weekly. Delay non-essential purchases until tuition revenue stabilizes.

Marketing & Outreach Strategy

1. Digital Strategy:

- Facebook page: weekly family features, testimonials, and student work
- Instagram: photos from events, classroom moments, and 'Teacher Tuesdays'
- Website: Clean design with admissions details, event calendar, and donate button

2. Local Community:

- Partner with local churches for announcements and bulletin inserts
- Radio: short PSAs highlighting events and mission
- Host 'coffee & curriculum' tours for parents

Execution Recommendation: Assign a parent volunteer as social media lead. Use Canva for branded content.

Fundraising Strategy

- NFR Watch Party: Target western/ag sponsors, VIP ticket levels, live auction or paddle raise
- Golf Tournament: Engage local teams, church teams, hole sponsors, contest prizes
- High-Value Raffle: Limit to 300 tickets, \$100 each, promote via Facebook, email, churches
- Night of Worship: Seek 10+ church sponsors, love offering, recorded testimonies

Execution Recommendation: Form event committees with 2-3 leads each. Assign clear sponsor asks and deadlines. Launch Save the Dates 60+ days ahead.

Sponsorship & Community Engagement

Sponsorship Levels:

- Crusader: \$10,000
- Samaritan: \$5,000
- Disciple: \$1,000
- Friend: \$100-\$500

Provide:

- Banners at events
- Social media shout-outs
- Tickets or VIP access
- Logo placement on student shirts

Execution Recommendation: Create a one-page sponsorship flyer and deliver personally to 15+ area businesses in June.

Long-Term Growth & Stability

- Goal: 40-45 students by 2027
- Expand grades as staffing and facilities allow
- Apply for ACCS membership and accreditation by 2027
- Explore lease-to-own or donated building opportunities
- Pay off legacy debt by 2029

Execution Recommendation: Conduct an annual family satisfaction survey, hold strategic planning sessions each spring, and pursue partnerships with like-minded churches and classical schools.