

# First Campaign. Full Confidence.

*Go from "How will we raise this?" to "Here's how we'll do it."*



**A Marts&Lundy campaign preparation experience for independent school leaders.**

## **First Campaign. Full Confidence.**

The Azure Summit is Marts&Lundy's signature campaign preparation experience for Heads of School leading their first major campaign— together with their Chief Advancement Officers.

This isn't a conference. It's a two-day working Summit that replaces uncertainty with clarity and equips Heads to become confident, effective fundraising partners.

## **Because Campaigns Struggle When a Head Isn't Ready**

Campaigns can succeed—or stall—based on one important thing. Are you ready to lead?

**If the answer isn't a clear yes, the Azure Summit can help you close the gap.**

## **Two Days. One Shared Playbook. The Beginning of What's Possible.**

In just two days, Heads and CAOs leave with:

- A shared campaign playbook
- Clear roles and expectations
- Practical donor and major gift skills
- A written, school-specific action plan

**No theory. No fluff. Just what works.**

## **Azure Summit 2026**

- July 19-21, 2026
- The Fairmont San Francisco
- Limited attendance for a highly personalized experience

## **Who Should Attend**

- Heads of School in their early years of leadership, or preparing for their first campaign
- Chief Advancement Officers who need an aligned partner

## **Why Marts&Lundy**

- 100 years of campaign experience
- Trusted advisor to independent schools
- 150+ schools served through eight Azure Summits
- Faculty with real-world campaign leadership



## **Learn More**

If a campaign is on your horizon, this is one investment that pays dividends for years to come.

**Marts&Lundy**

[www.martsandlundy.com](http://www.martsandlundy.com)