

Azure Summit

Making the Case for Attendance



July 19-21 | San Francisco

Every campaign your school will run depends on a small number of pivotal moments: a conversation with a lead donor, a presentation to your board, an ask that could reshape your school's future. Yet for many Heads preparing for their first campaign, stepping into donor leadership can feel like learning a new language. **The Azure Summit exists to close that gap...before the stakes are at their highest.**

Imagine your Head walking into your largest donor conversation of the year—unhesitating, fluent, and fully aligned with you on the ask.

That's what two days at the Azure Summit makes possible.

THE REALITY OF CAMPAIGN FUNDRAISING

A Few Conversations Will Define Everything

Most campaigns look like a broad community effort, and in many ways they are. But the data tells a different story.

2.4%

of donors give 77% of campaign funds¹

40%

of Heads feel prepared to fundraise²

10%+

of schools hire a new Head each year³

What this means in practice: your campaign will hinge on a handful of leadership-level donor conversations. **Will your Head be ready?**

THE INVESTMENT

Context Changes Everything

Registration is \$2,900* per attendee. For a Head and CAO attending together: \$5,800 plus travel. Now, consider that against the scale of what you're building.

If even one major gift conversation stalls—because of hesitation or misalignment, the cost of that lost opportunity can dwarf the Summit investment many times over. The inverse is equally true: A Head who arrives at a major ask confident, clear, and fluent closes gifts faster, earlier, and larger.

Campaign Goal	Summit Cost as % of Goal
\$10M campaign	~0.05%
\$20M campaign	~0.025%
\$50M campaign	~0.013%
\$100M campaign	~0.006%

The Summit is an investment in your school's campaign success.

* Marts&Lundy clients receive a discounted rate of \$2,610 per attendee.

WHAT YOU'LL BUILD TOGETHER

The Foundation of an Exceptional Campaign

The Azure Summit is designed specifically for first-time campaign leaders and their CAOs. You don't leave with a binder full of best practices. You leave with a shared playbook—built together, tailored to your school, and ready to use.

A written action plan: Leave with concrete next steps, not just inspiration.	Shared language and strategy: CAO and Head are aligned on narrative, roles, and priorities.	Confidence in major gift asks: Fluency that turns hesitation into momentum.
A peer network: Heads navigating the same leadership moments—together.	Stronger Head-CAO partnership: The foundation every successful campaign is built on.	Faster campaign momentum: Alignment now means less friction when stakes are highest.

VOICES FROM PAST ATTENDEES

What Heads Actually Say

“This is the most focused, useful, actionable PD I have experienced to date in my role as HOS.”

“Warm and engaging. There was so much great content to walk away with. There was no part that was not helpful.”

“Relevant practical information—we left knowing exactly what to do.”

“The amount of attendees allowed for small group discussion and customized content.”

THE BOTTOM LINE

Your Campaign Begins With This Decision

Boards assume readiness. Major donors expect confidence. Families capable of transformational gifts are watching leadership, long before a campaign is ever announced publicly.

The Heads who lead campaigns well aren't necessarily the ones who have done it before. They're the ones who invested in their own preparation: who arrived fluent, aligned with the CAO, and ready to lead from the very first conversation.

That preparation starts at the Azure Summit.

Learn More



¹ CASE Insights on Philanthropy in Independent Schools (United States)

² NAIS, State of Independent School Leadership Study

³ NAIS, Head Turnover at Independent Schools