

Azure Summit

Sample Emails for Chief Advancement Officers



July 19-21 | San Francisco

Two templates to adapt freely and make yours.

A note on using these templates

These emails are starting points, not scripts. The best version will sound like you. Adjust the tone, add a specific reference to a recent conversation, or trim it down where it feels like too much. The goal is to open a door to a conversation, not make the full case.

EMAIL ONE

CAMPAIGN MODE

For schools actively planning a campaign

Subject: Investing in our campaign readiness

I've been thinking about the campaign ahead, and what it's going to take for us to lead it well.

A multi-year effort of this scale will hinge on a relatively small number of high-stakes conversations: with lead donors, trustees, and families capable of transformational gifts. How we show up in those moments—aligned, confident, and clear—will matter as much as any strategy we produce.

With that in mind, I'd love for us to attend the Azure Summit together (July 19-21 in San Francisco). It's designed specifically for Heads leading their first major campaign and their CAOs. It's not a general fundraising conference, but a focused, working program where we'd build a shared action plan, align on donor engagement and major gift strategy, and step into this campaign as a fully coordinated team.

I see this less as professional development and more as campaign infrastructure. The investment is a fraction of a percent of what we're planning to raise. The return, in clarity and momentum, is significant.

I've attached a brief overview. I'd welcome a few minutes to talk through whether this feels like the right step for us right now.

EMAIL TWO

BUILDING TOWARD A CAMPAIGN

For schools not yet in active campaign planning

Subject: A thought on our fundraising leadership

One of the things I've been watching closely in our field is how quickly fundraising expectations around the Head's role are growing, even well before a formal campaign begins. Boards, lead donors, and major gift prospects increasingly look to the Head to set philanthropic vision, lead key conversations, and serve as a visible partner in the school's advancement.

I'd love for us to get ahead of that curve together.

The Azure Summit (July 19-21, San Francisco) is a small, intensive program built specifically for Heads of School and their CAOs. The focus is practical: fundraising fluency, strategic alignment, and building a stronger shared approach to donor engagement. We'd attend together and leave with concrete language, clearer roles, and ready for whatever comes next: a campaign, a major gift push, or simply leading with more confidence now.

I see this as an investment in us as a leadership team. And it's one that will pay off whether we're six months from a campaign or two years out.

I've attached a brief overview and would love to find a few minutes to discuss.



**The strongest campaigns begin with aligned leadership.
Learn more about the Azure Summit.**