

PERSIST *Forward*

CAMPAIGN

Case for Support
2022-2025



PERSIST
NASHVILLE



*Y'all helped me persist way more
than I could have by myself.*

-Kenya, Hillwood Class of 2020



MISSION STATEMENT:

We empower Nashville
graduates to earn a
college degree.

VISION STATEMENT:

We will unify our community
to **DOUBLE** the rate of our
college graduates.

Letter from

EXECUTIVE DIRECTOR

Scott Campbell



Friends,

Over the past 3 years Persist Nashville has grown from an idea to the largest college persistence organization in Nashville serving over 2700 students from all 27 Nashville public high schools at over 109 different colleges and universities. Because of partnerships with Metro Nashville Public Schools, local charters, Nashville State Community College, TCAT Nashville, and various 4-year institutions across the state we have had a meaningful impact on the lives of Nashville graduates as they enroll and persist in college. Yet, the need is greater than ever before. The pandemic contributed to over a 14% college going drop in Nashville and fewer students are enrolling in college than in the past 15 years. Only 44% of Class of 2021 MNPS graduates even enrolled in college. This means that our businesses will continue to struggle to recruit a diverse talent pipeline and the equity gaps will continue to grow in our community.

Persist Nashville is the first city-based approach to college persistence in our country. This means that everyone of our Nashville kids, regardless of their college choice (2yr, 4yr, Technical, In-State, Out-of-State, Public, or Private) can access coaching and support as they leave high school. Our model is beginning to gain attention from other cities and we have the unique opportunity over the next three years to change the trajectory for thousands of our students while collaborating with other districts who are seeking a solution to the same problem. This is the most important time in our short history and we are looking for financial partners to help us scale and multiply our impact. We wouldn't be starting this campaign if the need and our confidence in our solution to solve the problem wasn't high. I ask for your support to help us Persist Forward. If you would like to meet to discuss this campaign or other ways to get involved in our work, feel free to reach out, scott@persistnashville.org, at any time.

Scott Campbell
Founder and Executive Director
Persist Nashville

POWER OF *Persist Forward Campaign*



CAMPAIGN GOAL: 4.5 MILLION OVER NEXT THREE YEARS

Only 27% of graduates from Nashville high schools are earning a 2yr, 4yr, or technical degree. In the pandemic years of 2020 & 2021 only 44% of MNPS students enrolled in college right out of high school, a 15% drop from pre-pandemic enrollment.. This drop disproportionately affected students of color in our community. We have a moral obligation to all our communities to respond to the pandemic and serve all students. This campaign allows us to serve every Nashville graduate who wants our support including those looking to reenroll from previous classes.

Persist Nashville has served over 2700 students these past two years and our students have enrolled at rates more than 30% better than their peers and persisted more than 10% better. We are growing quickly. A growing number of schools have demonstrated interest in getting support from Persist and a growing number of students have reached out to get back into school. Your generosity helps us respond to these needs.



With your help Persist Nashville will expand our programmatic reach in the following three areas:

COACHING (2.5 MILLION): Your gifts will allow us to double our enrollment and persistence coaches and double the number of students we serve. A big part of our model is coaching at scale, so each coach will do enrollment coaching at 300:1 ratio during the summer and persistence coaching at a rate of 200:1 using our Salesforce based CRM case management system. Your gifts will also allow us to hire a full-time retrieval coach who will reach out to and enroll students from the Classes of 2020-2021 who never enrolled. We will be the only college-access and persistence nonprofit in the state focused on this issue.

- Adding Persist Coaches to serve all students from Nashville
- Hiring Retrieval Coaches to go after unenrolled Class of 2021-2022 students
- Building our Salesforce based CRM to coach students more effectively
- Expanding Persist services to new districts and schools

CAREER PIPELINES (1 MILLION): Persist Nashville is dedicated to ensuring that our Nashville businesses have a diverse local talent pipeline. We work with business and create meaningful career experiences for our students through shadowing, fellowships, and internships. Over the next three years we will build a cohort model of students who will be connected to local businesses throughout their college careers and end up working with students.

- Creating career cohorts of students connected to Nashville businesses to help build a more diverse local talent pipeline
- Creating a strong network of career mentors for all of our students
- Building student professional networks and meaningful career exploration opportunities

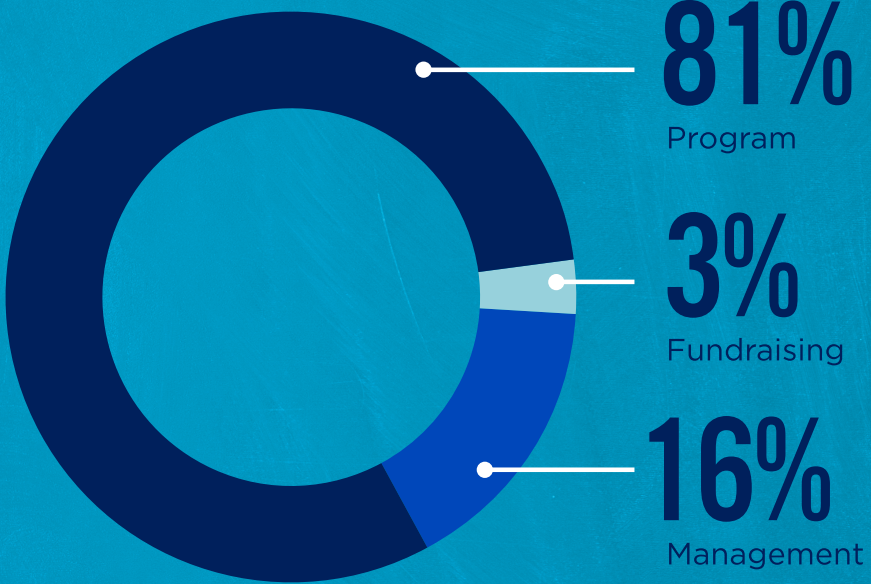
LEADERSHIP & ORGANIZATIONAL CAPACITY (1 MILLION): Every member of our team coaches students. Every member of our team also fills functional roles like Data, Community Engagement, Social Media, Events, Fundraising, Access, Accounting, etc. Over the past 6 months we have moved our first three coaches into director level positions. Over the next three years we want to continue to develop our leadership team to expand our capacity to serve students better. At the same time, we have been asked by our school district to play a larger role in coordinating college access efforts at our school to ensure more students enroll and persist in college. Your gifts make this possible.

- Developing leaders within the organization to expand our reach
- Coordination of district-wide community partner engagement in college access
- Ability to responding to needs of our community with appropriate staff
- Strengthening program reach by lessening coaching loads of directors

CAMPAIGN OVERVIEW

Using your money wisely.

2021 BUDGET EXPENDITURES *(Audited)*



Persist Forward Helps us Scale

Persist Earned Revenue: 1.5 MILLION

Persist Forward Campaign: 4.5 MILLION

- Coaching: 2.5 MILLION
- Career: 1 MILLION
- Leadership & Capacity: 1 MILLION

Why Now?



Only **27%** of Nashville graduates are earning a college degree (BTC Report)



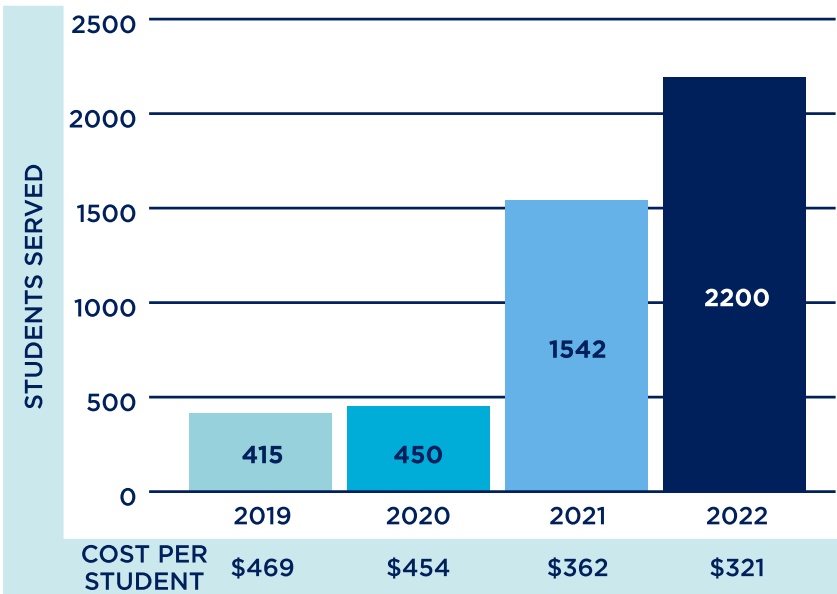
15% drop in Nashville college enrollment the past 2 years (BTC Report)



30% Equity gap between White and Latino student college enrollment & **17%** between White and Black enrollment - the highest it has ever been (BTC Report)



88% of employers are looking for diverse talent pool (NACE)



Why Persist?



+ 30%

Persist Nashville student enrollment is nearly double their MNPS peers without support

3x

We are committed to ensuring our Persist Scholars persist at rates 3x better than their MNPS peers

2700

Number of students served in just 3 years

\$321

Cost per student in 2022 (Nearly 1/8 the cost of most other persistence programs)

92%

Percentage of students who said they want to share Persist with their friends

Why Wait?

HELP US PERSIST FORWARD

Your gift will ensure all students from Nashville have an equal opportunity to enroll and persist in college and find meaningful high paid careers upon graduation.

HOW TO GIVE?

- Multi-Year Pledge
- Recurring Monthly Gift
- One-Time Cash Gift
- Stocks and Securities
- EOY Required Minimum Distribution
- Donor Advised Fund

CORPORATE SPONSORSHIP:

- Sponsorship opportunities are available for naming events, awards, and programs for students
- Host a Persist Career Cohort of 5-10 students this year

GIVE THROUGH:

www.persistnashville.org
Checks to:
Persist Nashville
41 Peabody St.
Nashville, TN 37210

EIN: 84-2348884
Persist Nashville is a
registered 501c3 nonprofit

Questions: Reach out to
scott@persistnashville.org



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*I am extremely grateful for persist!
Without your help, I would not be where I am today.*

*-Dimend, Antioch High School, Class of 2020
MTSU Student*



**PERSIST
NASHVILLE**

www.persistnashville.org