

50th Anniversary Toolkit

START HERE GUIDE

PURPOSE

This guide gives principals, office managers and school teams approved messaging and practical ways to incorporate Christian Academy's 50th Anniversary into existing communication, traditions and events.

Celebrating God's faithfulness across generations

Working Draft | July 2026

1. The Anniversary at a Glance

Christian Academy is celebrating 50 years of God's faithfulness and the generations of students, families, faculty, staff, alumni and supporters who have shaped our story.

OVERARCHING GOAL

Take the events we already have and be intentional about communicating and celebrating 50 years. Our focus is quality over quantity, with a few meaningful system-wide moments supported by thoughtful celebration at the school level.

Our Theme

50 years. Thousands of stories. One mission. God is still writing the story.

Our Story Framework

ELEMENT	MEANING
ROOTS	Our past. We honor the faith, vision and sacrifice of those who established and sustained Christian Academy.
TRUNK	Our present. We celebrate the students, families, faculty and staff carrying out our mission today.
BRANCHES	Our future. We look forward with faith to the students and generations who will continue the story.

Approved Supporting Messages

- This anniversary celebrates God's faithfulness through every generation of Christian Academy.
- We are honoring the people whose faith and vision established our foundation.
- We are celebrating the students, families, faculty and staff living out our mission today.
- We are looking toward the future with continued commitment to developing students with a heart for God.
- The anniversary will be woven into traditions and events that already matter to our school communities.

2. Four System-Wide Celebration Moments

These four moments will provide the shared framework for celebrating across Christian Academy.

1

“50 Years, Thousands of Stories” Launch

Tree planting ceremonies at each school location will symbolize our roots, present and future. Guests may include founders, donors, alumni, current students, families and local media. Dates and locations will be communicated once finalized.

2

First Day of School

We will launch the anniversary visibly and joyfully. Schools will receive carpool-line signs, student signs, digital graphics and brief language for welcoming families into our 50th year.

3

Worship and Prayer Night

Elementary, Middle and High School teams will collaborate on a worship and prayer gathering for each school. Alumni participation may include former students, speakers or an alumni band. Marketing is available to collaborate on promotion and storytelling.

4

Founders Day

This will be a meaningful expression of gratitude. It is not a fundraising event and will not include an ask. The purpose is simply to thank those whose faithfulness helped Christian Academy flourish.

3. Ready-to-Use Language

25-Word Description

Christian Academy is celebrating 50 years of God's faithfulness and the thousands of students, families and faithful supporters who have shaped our story.

50-Word Description

For 50 years, Christian Academy has developed students with a heart for God. Throughout this anniversary year, we will honor those who established our foundation, celebrate the students and families carrying out our mission today, and look ahead with faith to the generations who will continue the story.

Newsletter Paragraph

This year, Christian Academy is celebrating 50 years of God's faithfulness! Our theme, "50 Years, Thousands of Stories," honors the students, families, faculty, staff, alumni and supporters who have helped shape Christian Academy. Throughout the year, we will celebrate our roots, recognize the community carrying out our mission today and look forward with faith to the generations still to come.

Short Principal Announcement

We are excited to celebrate Christian Academy's 50th Anniversary this year! This milestone gives us an opportunity to thank God for His faithfulness, honor those who came before us and celebrate every student, family and employee who is part of our story today. We look forward to sharing special moments throughout the year as we celebrate 50 Years, Thousands of Stories.

One-Sentence Event Tie-In

As we celebrate this tradition, we are grateful that it is part of Christian Academy's 50-year story and the legacy we are continuing together.

4. How Schools Can Participate

Schools are encouraged to add intentional anniversary messaging to existing events and traditions, rather than creating a large number of new activities.

- Use the approved anniversary logo on newsletters, presentations and digital screens.
- Include one approved anniversary message in event welcomes, programs or principal remarks.
- Invite alumni, retired employees or legacy families to participate when it naturally fits the event.
- Display approved historical photographs in hallways or gathering spaces.
- Feature alumni and employee testimonials near classrooms or offices.
- Invite students, families and employees to complete the prompt, “Christian Academy changed my life because...”
- Consider anniversary details for milestone events, such as gold accents or “76 and 26” elements for graduations.
- Explore an indoor time capsule that can be displayed safely and reopened in 25 years.

Before Publishing or Producing

- Use only the approved logo files and anniversary colors supplied by Marketing.
- Do not stretch, recolor, crop or recreate the anniversary logo.
- Verify historical names, dates and photo captions before publication.
- Send new public-facing designs, merchandise or permanent displays to Marketing for approval.
- Provide reasonable lead time for custom graphics, photography and video requests.

KEEP IT INTENTIONAL

A simple anniversary welcome, approved graphic, historical photograph or alumni story can be more meaningful than adding another event to an already full school calendar.

5. Roles and Next Steps

Principals and School Teams

- Identify existing events, including “worship night” event where anniversary messaging would feel natural.
- Share this toolkit with office managers and other employees responsible for communication.
- Identify alumni, former employees, legacy families and student stories connected to the school.
- Coordinate anticipated communication, design, photography and video needs with Marketing.

Marketing

- Maintain approved anniversary messaging and brand assets.
- Provide newsletter, presentation, digital-screen and event graphics.
- Support the four system-wide celebration moments.
- Collect and share stories from across Christian Academy.

Coming to the Shared Folder

RESOURCE	WHAT IT WILL INCLUDE
Logo and Brand Assets	Approved PNG, JPG and print-ready files, plus a one-page usage guide.
First Day Toolkit	Carpool signs, student signs, parent copy, digital graphics and photo guidance.
Event Toolkits	Tree planting, Worship and Prayer Night and Founders Day planning resources.
Story Toolkit	Submission link, prompts, interview questions and classroom-door testimonial template.
Historical Resources	Verified timeline, photographs, captions, founding story and video resources.

Questions or Requests?

Please contact Marketing (via [Project Request Form](#)) early when planning anniversary communication, custom graphics, photography or video. Marketing will help identify the best way to support the school while maintaining consistency across Christian Academy.