Fundraising in the 21st Century

A capital campaign in this economy? The challenge with campaigns isn’t executing them—it’s in properly preparing for them. With a continuing challenging economic climate, schools around the country are either abandoning campaign projects that they have delayed, or creating new plans for different campaigns. An overwhelming majority of Trustees and School Heads foresee a campaign in their schools future. Strategic schools are getting ready now, so that when the time is right, they will be ahead of the game. Join us on Saturday, July 27, 2013 and spend the day with Paula Schwartz, Ed.D., IAP-L, Senior Consultant with ISM!

Where? Sheraton Sand Key Resort, Clearwater Beach
When? Saturday, July 27 9:00-3:00 (lunch is included)
Who Should Attend? Heads of School, Trustees, Directors of Advancement and Development and their teams Chief Financial Officers
Cost? $159 which includes all workshop materials and lunch
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How do you prepare for a campaign in the 21st century? How do you partner with consultants in that preparation? How is that partnership forged on mutually prudent financial terms? What can your school’s volunteer and professional leaders do to maximize effectiveness and readiness to achieve record results? How does the annual fund play the critical role of major donor pipeline for campaign success?

This workshop will have four major objectives & takeaways:

- Learn what type of projects and initiatives are inspiring donors in a 21st century school environment. Take away clear ideas about the role of advancement and its impact on the future of education.
- Anyone can raise money. That’s not hard. What is difficult is the raising of leadership gifts that will continue to inspire a school community after the campaign is over. What is inspirational to those leadership donors? Take away the components of your case for support and look at it from a strategic, operational and governance perspective.
- How effective are your development and advancement operations? Learn the metrics you can use to determine your current level of expertise. Understand how these metrics impact your ability to properly support a campaign, and how you can improve them so you can minimize the use of outside counsel.
- What are the potential components of a campaign? Learn about comprehensive campaigns: how to strengthen your annual fund by aligning it with your campaign, and how to integrate additional ways to motivate donors to give maximally, including planned giving.

Paula Schwartz, Ed.D, IAP-L, Senior Consultant, ISM: Paula is a development professional with more than 25 years of experience working in education and with nonprofit organizations and companies to create and expand program, development, and fund-raising initiatives. She has been the leader of ISM’s development services since 2003. Before joining ISM, Paula was a Vice President with Waters Pelton Ostroff & Associates, Inc., a fund-raising consulting firm. In that capacity, Paula conducted numerous development assessments and capital and endowment campaign feasibility studies totaling more than $65.5 million.

Paula earned her EdD from Columbia University/Teachers College (NY). She also holds two MA’s, one in TESOL and the other in Education also from Columbia University/Teachers College. She earned her BA from Grinnell College (IA).
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Name____________________________________________________

Title______________________________________________________

School____________________________________________________

Your email_________________________________________________

Summer phone______________________________________________

Prefer a vegetarian lunch? _____ √ if yes

If you are coming from out of town, make your hotel reservation directly with the Sheraton Sand Key Resort. Identify yourself as part of the FCIS group to receive the special rate of $149, which includes complimentary parking and wireless Internet access. Call 727-595-1611.

Deadline for workshop and hotel is Tuesday, June 25, 2013. Refund requests must be made in writing to the FCIS office and emailed to kdanger@fcis.org. 50% refund prior to June 25. No refunds after that date.

Register on line or print this form and mail to: FCIS—1211 N. Westshore Blvd. Suite 612, Tampa, FL 33607. You may fax the form to 813-286-3025 and mail the check. You are officially registered only when check is received.

Workshop: $150
Hotel room: $149