



Attend this workshop to gain the knowledge and skills you need to find additional funding for your students and schools!

Dear Education Leader,

If your school or district is like so many others across the country, you find yourself in a crisis situation: funds from state and local sources are either flat or down, and you continue to struggle financially. Federal stimulus funds may help make up (or at least lessen) your shortfalls over the next two years—but what happens after ARRA funds run out?

Fortunately, there is a great resource available to you; it's your school's alumni!

- A Minnesota district has put Smart Boards in all of their academic classrooms, thanks to the annual fundraising by members of the board of their K-12 foundation, many of whom are alumni.
- Students at an Iowa high school receive close to \$3,000 annually for all four years of college as a result of an endowment established and funded yearly by the school's alumni.
- A Midwest school district added \$7.2 million in capital additions to their building largely through the efforts of an alumnus.
- The East Lansing Educational Foundation is turning to its graduates in hopes of generating new dollars that ultimately benefit students.

Colleges and universities have worked for years to successfully obtain millions in financial support from alumni. Now its time for schools and districts to learn how to attract, nurture and retain alumni donors.

Why not start or enhance the trend to support your school or district?

The November 5th, 2009, USA Today reported that 59% of college graduates give back to their alma mater, some as many as 21 times during their lifetime!

Attend this three hour workshop and learn the basic principles of alumni fundraising, including the following “How To”

- Find your alumni
- Use literature, events, websites and social networking to nurture interest
- Build personal and lasting relationships
- Value and learn from past staff relations
- Nurture and value alumni as major donors

When: 10:00 AM – 2:30 PM, Wednesday, January 27th

Where: Plymouth-Canton Community School District, Board of Education Office, 454 South Harvey St, Plymouth, Michigan

Cost: NSFA Member \$24.00, Non-member \$34.00 (Lunch included!)

Register by e-mailing Carole Kody: carole.kody@pccsmail.net

Pay at the door: Checks made payable to the NSFA (National School Foundation Association) www.schoolfoundations.org (515) 971-2324

Come to learn, network and share with others and enjoy an encouraging session led by an experienced school superintendent/college development director and motivational instructor!

**Presenter
JIM COLLOGAN
National School foundation Association (NSFA)
Executive Director**

Jim Collogan directs the National School Foundation Association (NSFA), a national project dedicated to the growth and development of K-12 foundations. Additionally he speaks with national organizations, conducts state wide meetings and consults with school districts in the areas of fundraising, fund management, development and strategic planning of education foundations.

As a school principal and superintendent, Jim has over twenty years of firsthand fundraising experience, and during subsequent years has held leadership positions in the development office at both the college and university level.

Along with his permanent professional licensure his post-graduate studies at Iowa State University centered on characteristics of highly functioning K-12 foundation directors. He is a graduate of the University of Iowa Non Profit Management Academy and the RDS Planned Giving Institute and has authored the *School Foundation Textbook; A Guide for K-12 School Foundation Development* and the *Foundation Management Certification Program*.

www.schoolfoundations.org, (515) 971-2324 “Supporting School Philanthropy”

