



Keynote Speakers

Tuesday, March 28th



Bill Stanczykiewicz - *Senior Lecturer and Director of The Fund Raising School, Indiana University Lilly Family School of Philanthropy*

GETTING AHEAD OF THE WAVE

You will learn the latest data on charitable giving as well as the newest trends in donor motivations and behaviors relative to education foundations. Gleaned from Giving USA, the Philanthropy Outlook Study and additional cutting-edge research from the IU Lilly Family School of Philanthropy on millennials, donors with religious affiliation, and more, this is data and information that you can use immediately for fundraising success.

Bill Stanczykiewicz is director of The Fund Raising School and senior lecturer in philanthropic studies. Stanczykiewicz was previously president and CEO of the Indiana Youth Institute, a statewide nonprofit that promotes healthy youth development and academic achievement by providing capacity-building professional development, technical assistance and funding. Prior to leading the Indiana Youth Institute, Stanczykiewicz was policy director for community renewal for the office of the mayor of Indianapolis, where he devised and directed the Front Porch Alliance, an innovative collaboration among faith-based and other community organizations to strengthen families and communities in Indianapolis. In addition to earning a bachelor's degree in journalism from Northwestern University and a master's degree in public administration from George Mason University, he holds a postgraduate credential in executive leadership from Vanderbilt University. Stanczykiewicz was identified as a "Next Generation Leader" by the Rockefeller Foundation, presented at the White House Conference on Helping America's Youth.



Lynne M. Wester – *Founder and Principal, Donor Relations Guru®*

CRAFTING A STORY THAT INSPIRES

We all know about the power of a good story in fundraising, but why are they so powerful? What is it about the human brain and how it works that makes a story so critical to the decision-making process? You'll learn about structuring and crafting your stories to create more engaging and emotionally compelling stories that will grab your donors and supporters. You'll also learn how to find stories and create compelling characters. Your donors will fall in love with your characters and want to help them. You'll learn how to create compelling stories for your organization.

Lynne Wester is a frequent conference speaker and well known resource for donor relations and fundraising expertise. She has been featured in *The Washington Post*, *CURRENTS* magazine, *The Chronicle of Philanthropy* and other industry publications. Lynne also created the website and blog www.donorrelationsguru.com where she shares her expertise, opinions, and collections of samples on a variety of topics as well as hosts a monthly webinar series. It is her personal philosophy that the goal of any great fundraising operation is to use strategic communications and interactions to foster the relationship between the organization and its constituents and friends. Using her expertise and hands on approach, she works with many organizations to help them keep their focus donor driven, technologically savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan.

Wednesday, March 29th



Rodney Walker- *Author of A New Day One, Entrepreneur and Speaker*

FROM FOSTER CARE TO YALE: MY JOURNEY FROM ADVERSITY TO SUCCESS

You'll learn about the tumultuous journey of a young man growing up on the south side of Chicago as a ward of the state, who went on to achieve dramatic success as an entrepreneur, Morehouse college and Yale graduate. You will be convicted about the power and impact that the intersection of schools, teachers, nonprofits, mentors and the donor community can have on the lives

of young people.

Rodney is the author of an educational memoir titled *A New Day One: Trauma, Grace, and a Young Man's Journey from Foster Care to Yale*. Rodney seeks to educate the world about the deep struggles and systemic conditions of inner city youth living in poverty, but more importantly, he sheds light on the prescriptions we can implement to help inform, inspire, and empower young people to take control of their futures and lead better lives. His life experiences and extensive research provide critical analysis and valuable insight that is useful for educators, nonprofits, philanthropists, and advocates who are committed to the wellbeing for the world's most at-risk, underprivileged, and disadvantaged youth. Given the obstacles placed before him as a foster child, Rodney struggled academically and socially in school. In his early years of elementary school, he was placed in special education, repeated the fourth grade due to poor academic performance, and finished his freshman of high school with a sub-1.5 GPA. After joining a youth mentoring program in his senior year of high school, Rodney was able to deal with life struggles that had restrained him. During this period, he also joined the Network for Teaching Entrepreneurship (NFTE), a youth entrepreneurship program for high school students. With the support and guidance of NFTE and committed mentors, Rodney competed and won various business plan competitions. It was here that Rodney became motivated and inspired to start his first business. He is the founder of Forever Life Productions, a company that creates custom videos for special occasions and events. Along with his production company, Rodney travels both nationally and internationally, speaking about the importance of education, entrepreneurship education, mentoring at-risk youth, and corporate philanthropy for non-profit organizations aimed to uplift and support at-risk youth. He is now working with Arne Duncan on his new nonprofit to combat the violence in Chicago.

WE HAVE AN EXCITING MORNING KEYNOTE PANEL DISCUSSION PLANNED WITH INNOVATIVE THOUGHT LEADERS. LOOK FOR THE ANNOUNCEMENT NEXT WEEK.

Breakout Sessions

Tuesday, March 28 and Wednesday March 29

- Strategic Planning and Alignment with the District and Community Partners...One Foundation's Transformation
- Your School District - Foundation Friend or Foundation Foe?
- Establishing and Lunching Public School Alumni Organizations- 10 Key Learnings for Alumni Engagement
- How to be Like Martin Scorsese- The Importance of Video
- Determining Student Need and Developing a Logic Model
- SCHOLARSHIPS - Justification and Opposition
- Creating Sustainable Funding for Your Education Foundation
- Branding Your Success - Foundations for Content Marketing
- Supercharge your Planned Giving Results with the CAP ® Program
- Who took the FUN out of FUNdraising? A Gala Case Study
- Major Gift Fundraising for Small Shops
- Best Practices for Starting or Reenergizing an Education Foundation
- How to Retain Your Donors and Build Their Loyalty for Lifetime Giving
- You're Not Alone- Building Your Team and Board Engagement for Small Shops
- Teacher Grants- Leveraging Technology to Manage your Grant Process and Growing a Teacher Grant Endowment
- The Opportunity Partnership: Leveraging your Foundation's connections for kids and On the Horizon - Beyond K-12 - Peoria Public Schools Horizons Club
- In the Donor's Mind: The Science of Giving
- Engaging Alumni in Major Gifts
- Sustainability isn't an entry in your checkbook (Endowment Building 101)
- Community and Private Partnerships
- Mentoring Students with High Adverse Childhood Experiences (ACES)
- Leading, Engaging and Communicating with 5 Generations to Create Positive Climate, Culture and Community Engagement
- Social Media 2.0
- Spreading the Joy-Storytelling for Fundraisers
- Knowing Your Donors - Keeping Your Donors
- Matching Need with Donor Intent
- Why Do People Give? The Best Kept Secret in Fundraising.
- Well, Did He Learn Anything?
- The F Word

Roundtable Discussion Sessions *

Tuesday, March 28 3:45 pm - 5:00 pm

- Crowdfunding - The Good, The Bad and the....Challenging
- Starting or Reenergizing an Education Foundation
- Starting a State Association
- Becoming a Nationally Certified Education Leader
- Strengthening your Facebook Page
- Creating an Effective Website
- Thinking of Launching a Capital Campaign?
- Improving your Secondary Schools with Ford Next Generation Learning Model

*When registering for workshops, you will also have the opportunity to sign up for existing Roundtable Discussions or suggest a new one you'd like to participate in.

Pre-Conference NSFA Member Session

Monday, March 27th 2:00 pm – 4:00 pm

MUCH MORE THAN A CHECKBOOK- THE 5 C'S

How can your education foundation *Connect* with key stakeholders, *Collaborate* with strategic partners, *Convene* critical community conversations and serve as the *Conduit* by which the community can invest in education? Learn how the Salt Lake City Education Foundation, Cabrillo Education Foundation and Indian River Education Foundation do this and most importantly, *Change* the lives of the students they serve.

- **Cynthia Falardeau**- Executive Director of the Education Foundation of Indian River County is a "broker of resources" for the local school district. During her 12 years in this position, she has moved her foundation from being an ATM and party planning service, to leading the charge of high impact projects that change instructional practice and reduce summer learning loss. Dr. Mark Rendell, Superintendent of Schools, and the district leadership teams, see Cynthia as a key community collaborator who engages philanthropists to try new strategies to increase investments in public schools. Her role extends to spearheading the R&D for large district-wide projects that have brought measurable and sustainable student learning gains in Kindergarten readiness and graduation rates including: STEP into Kindergarten - <https://youtu.be/jOkIW4c-AOA>, SPEAK UP! - <https://youtu.be/l6kGPPvEcqQ> and Algebra Counts 2 - <https://youtu.be/6V9i6BPutcE>.

- **Keith Cernak**- Executive Director of Cabrillo Education Foundation. His background is in collective impact through high leverage collaborative partnerships. His Coastside community received over \$1M last year and is estimated to receive \$4 to \$5 million more in the next several years. The Coastside Futures collaborative will focus on student success at critical impact points: Pre-K early learning readiness; reading proficiency by the end of third grade, mentoring and advocacy for 4th and 5th graders, college/career readiness skills with the nationally recognized AVID program beginning in 6th grade through 12th, Early College while in high school, financial counseling for college aid, college scholarships and a mentoring program for students to remain in college. He co-wrote the application for the Big Lift early learning/literacy grant which is from the White House’s Social Innovation Fund. The Big Lift is a national demonstration site aided by both the Rand Corporation and Harvard University and also received a Google Impact Challenge Award from more than 800 applications.

- **Mike Williams**- Executive Director of the Salt Lake City Education Foundation, also serves as the Director of Development and External Relations for Salt Lake City School District. The Salt Lake City School District and Salt Lake Education Foundation have determined that the expansion of school-based Community Learning Centers (CLCs) is the number one priority for the Development and External Relations Department. Early data suggests that student gains increase in a school that provides wraparound services to students and their families. A CLC is a philosophy, a place, and a set of partnerships between a school and other community resources. The community learning center model builds on the core instructional program of a school by adding educational and life skill enrichment for the entire family and removing barriers to learning by providing necessary social services. In a CLC school, young people, their families, and community residents work as equal partners with the school and other community service providers to develop programs and enhance services in five areas: Quality Education, Personal Development, Family Support, Family and Community Engagement and Community Development.