



Private Side of Public Education

Préparate 2012

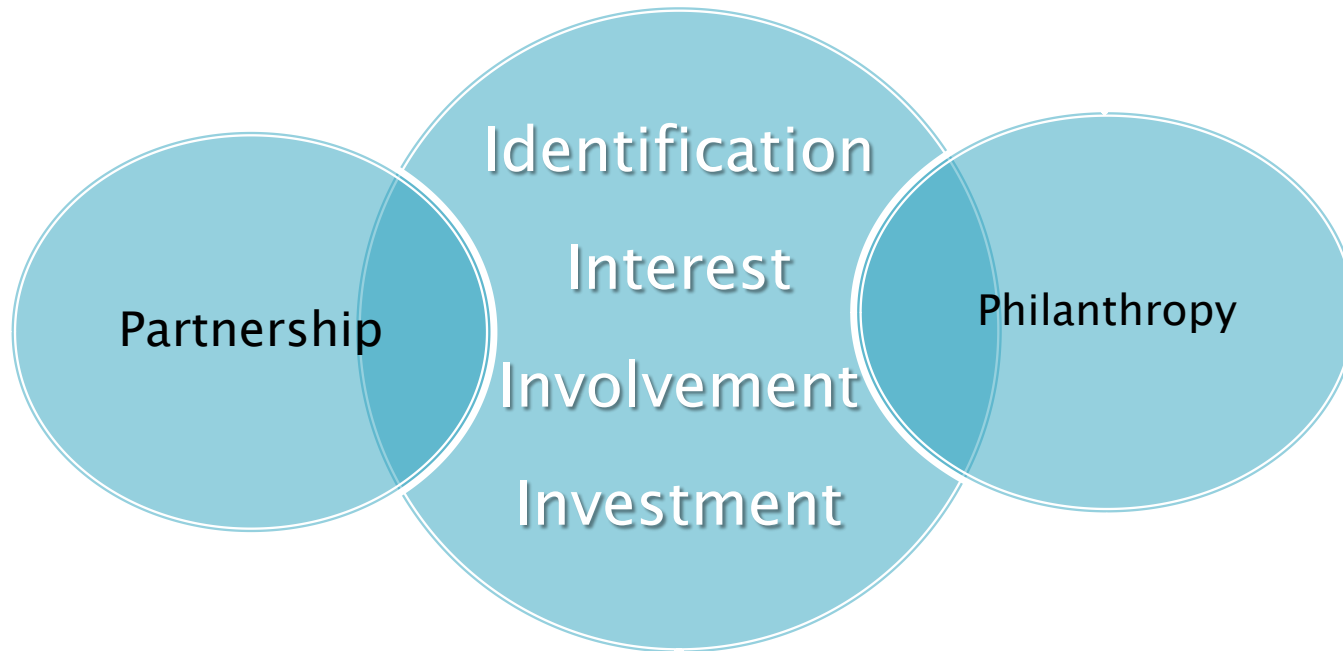
Dr. Dana Zorovich, CFRE

Agenda

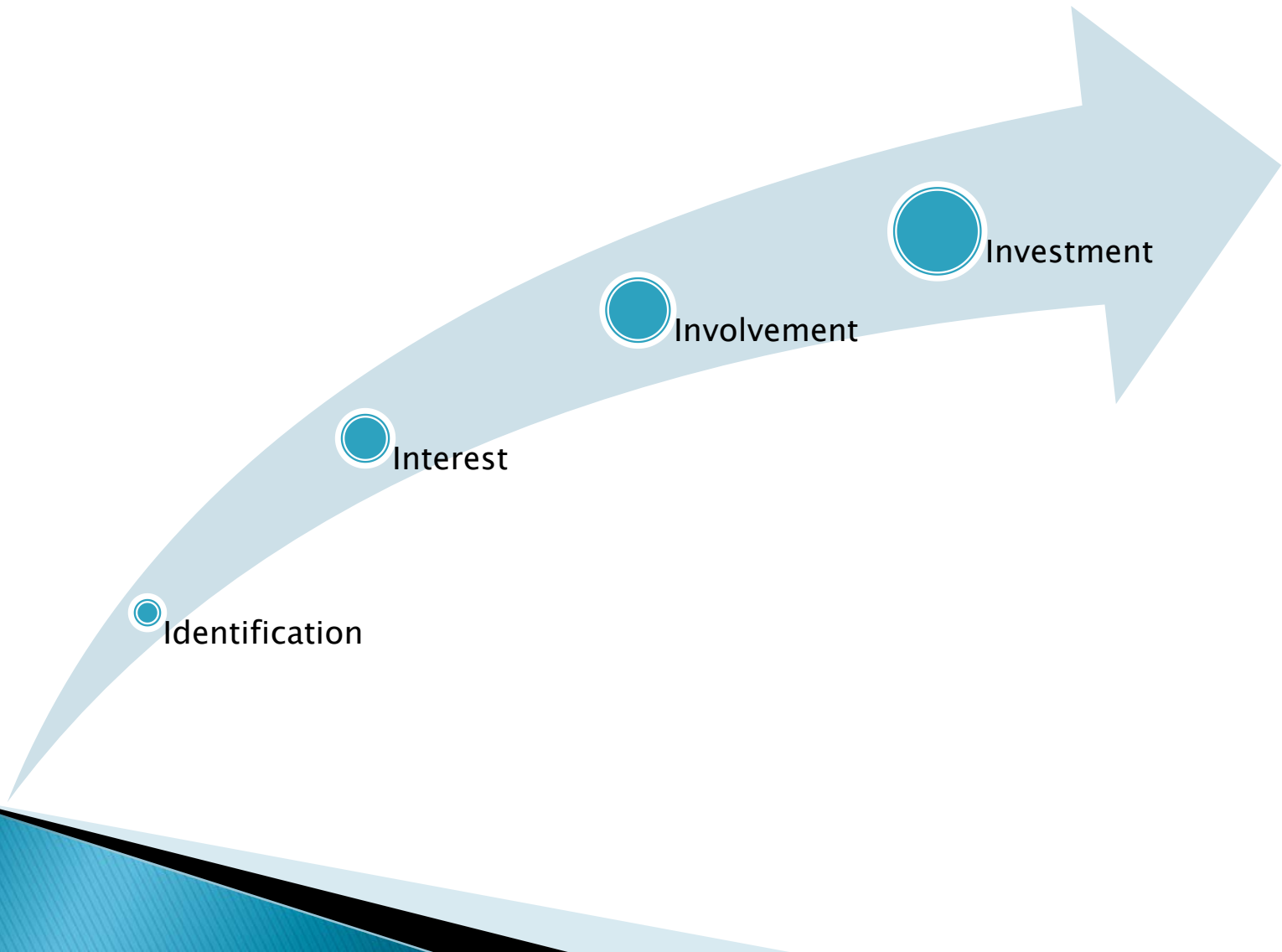
- ▶ Partnership and philanthropy – common tactics
- ▶ Partnership “lifecycle”
- ▶ Planning communications
- ▶ Philanthropy “lifecycle”
- ▶ Building your toolkit



Common Tactics



Partnership: The /s Have It...



Identify the Audiences



- ▶ Sponsors – sanction change.
- ▶ Agents – instigate change.
- ▶ Targets – directly impacted by change.
- ▶ Advocates – indirectly impacted by change.

Generating Interest

Relational

- Leveraging contacts
- Affiliating with affinities

Sciential

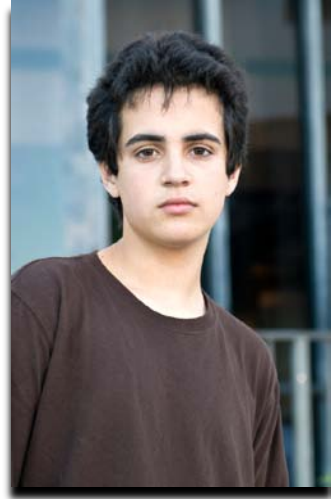
- Data-driven
- Case for support



From Interest to Involvement: The Case

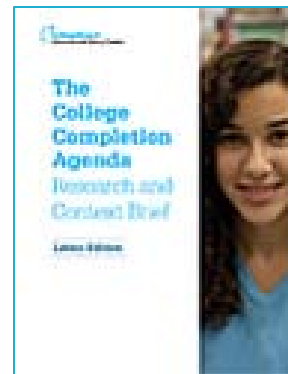
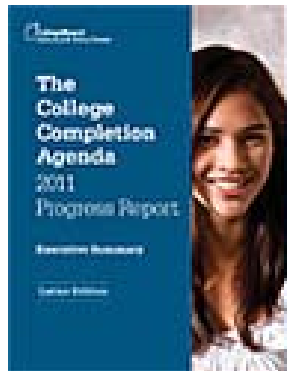
The Case Statement Will:

- ✓ Identify and validate the needs
- ✓ Document the needs
- ✓ Identify programs and strategies designed to meet the needs
- ✓ Establish the competence of the organization and its staff
- ✓ Explain who will benefit from the services that will be made possible with a gift



partnership case, n. the reasons that merit affiliation, usually by outlining the organization's programs, current needs, and plans.

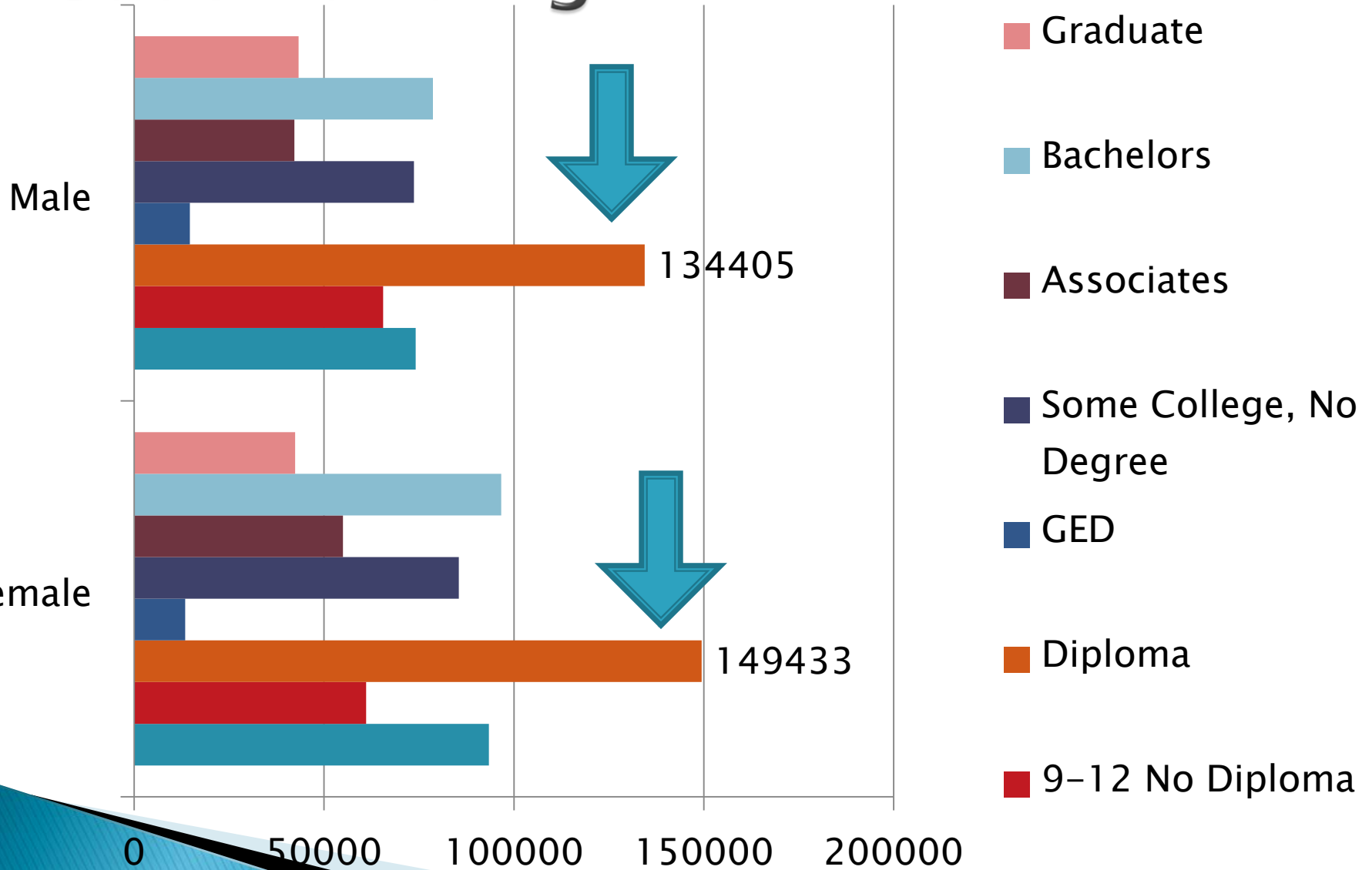
Source: AFP, *Fundraising Dictionary*



Launch of College Completion Agenda: Latino Edition

- ▶ Gaston Caperton, President of the College Board, Former Governor of West Virginia
- ▶ Eduardo Padrón, President of Miami Dade College and Chair of the White House Initiative on Educational Excellence for Hispanic Americans
- ▶ Jeb Bush, Chairman of the Board and President of the Foundation for Excellence in Education, Former Governor of Florida
- ▶ Frank T. Brogan , Chancellor, State University System of Florida
- ▶ Alberto M. Carvalho, Superintendent, Miami-Dade County Public Schools
- ▶ Richard Duran, Professor, University of California, Santa Barbara
- ▶ Anitere Flores, State Senator, Florida
- ▶ Erik Fresen, State Representative, Florida
- ▶ Alberto Iburgüen (Moderator), President and CEO of the John S. and James L. Knight Foundation
- ▶ Jorge A. Plasencia, Chairman and CEO, República and Vice Chair, Board of Directors, National Council of La Raza
- ▶ Deborah Santiago, Vice President, Excelencia in Education
- ▶ Christopher Starratt, Vice President for Mission and Institutional Effectiveness, Barry University

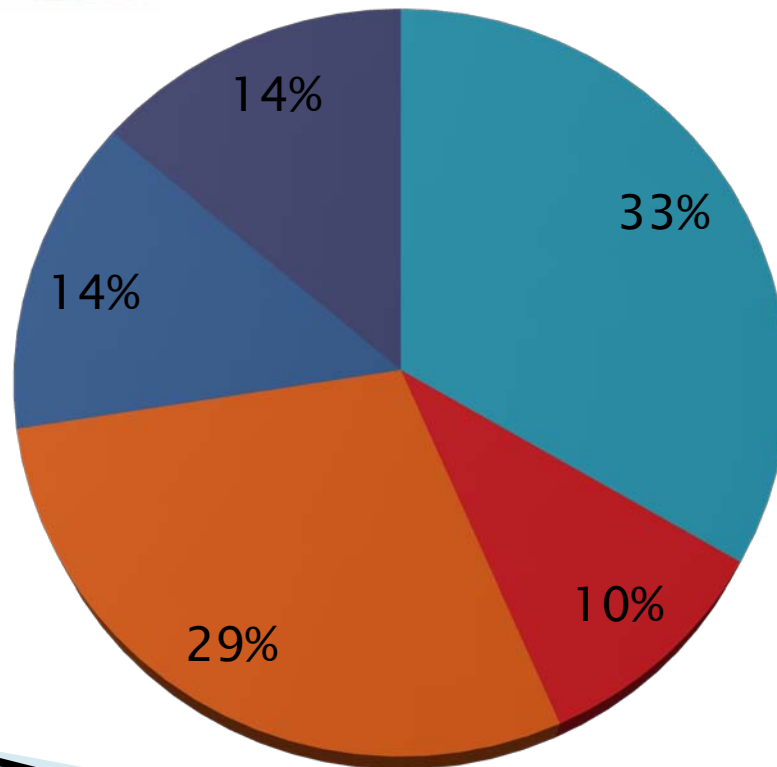
Case Building



Case Building

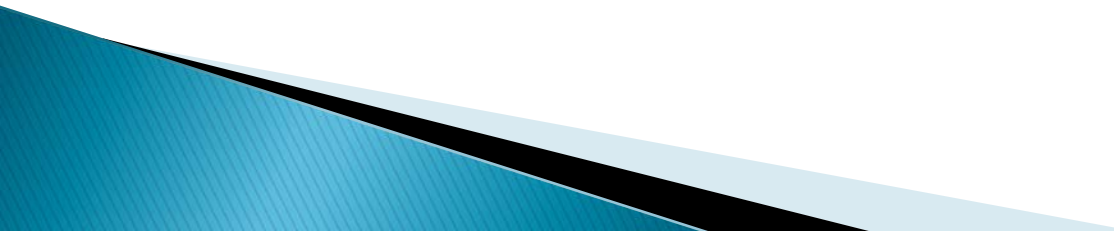


Degree Field

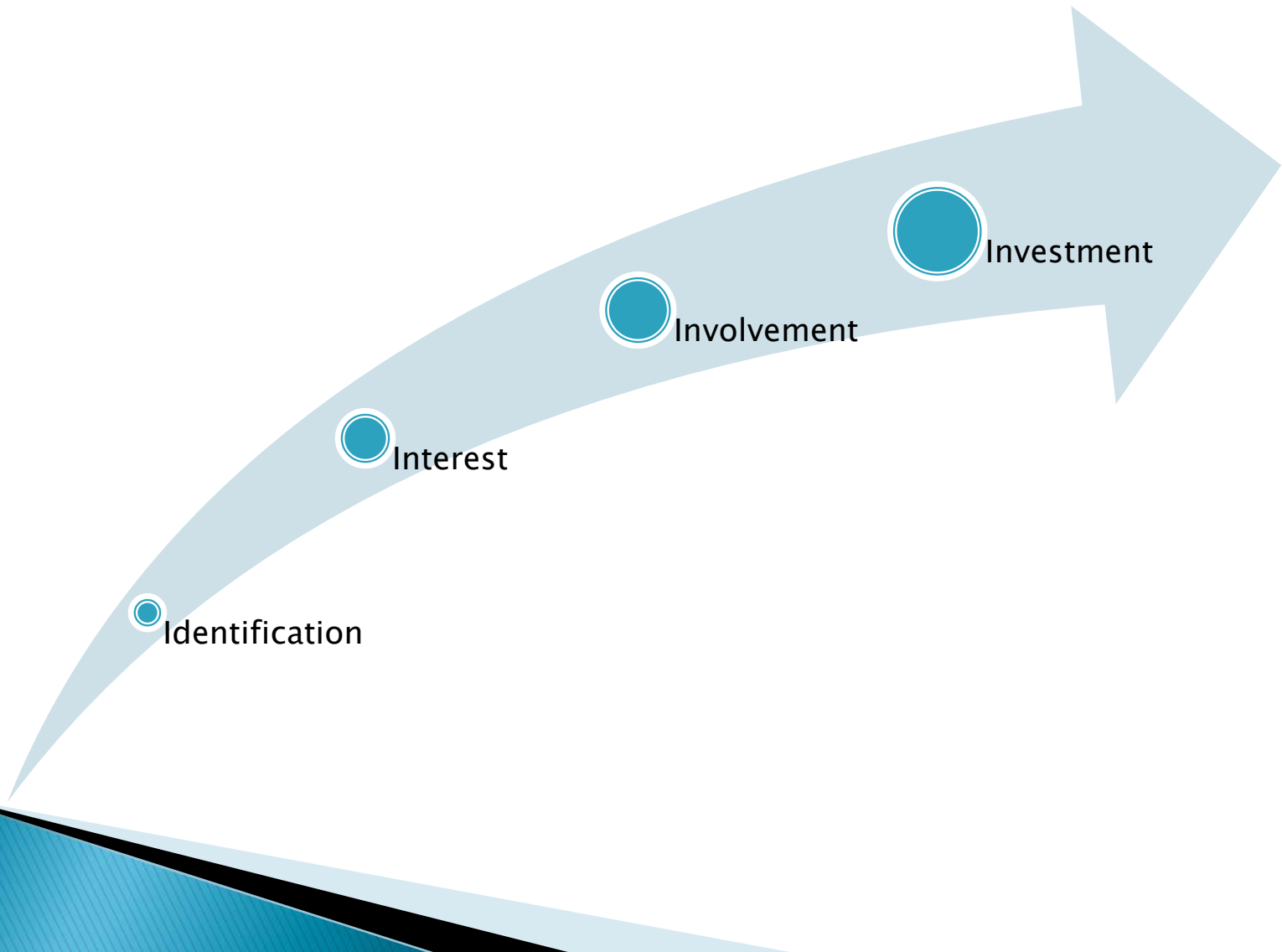


- Science and Engineering
- Science and Engineering Related Fields
- Business
- Education
- Arts, Humanities and Other

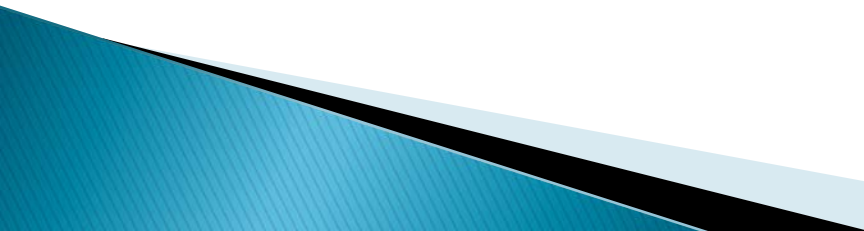
The Seven D's in Strategic Partnership

- ▶ Dilemma – gap shared by all
 - ▶ Data – validation of the gap
 - ▶ Deliberate – literature review and discussion
 - ▶ Design – replication/refinement of a best practice
 - ▶ Discuss – garner consensus
 - ▶ Direct – task orientation
 - ▶ Deliver – proposal production
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Philanthropy: The /s Have It...



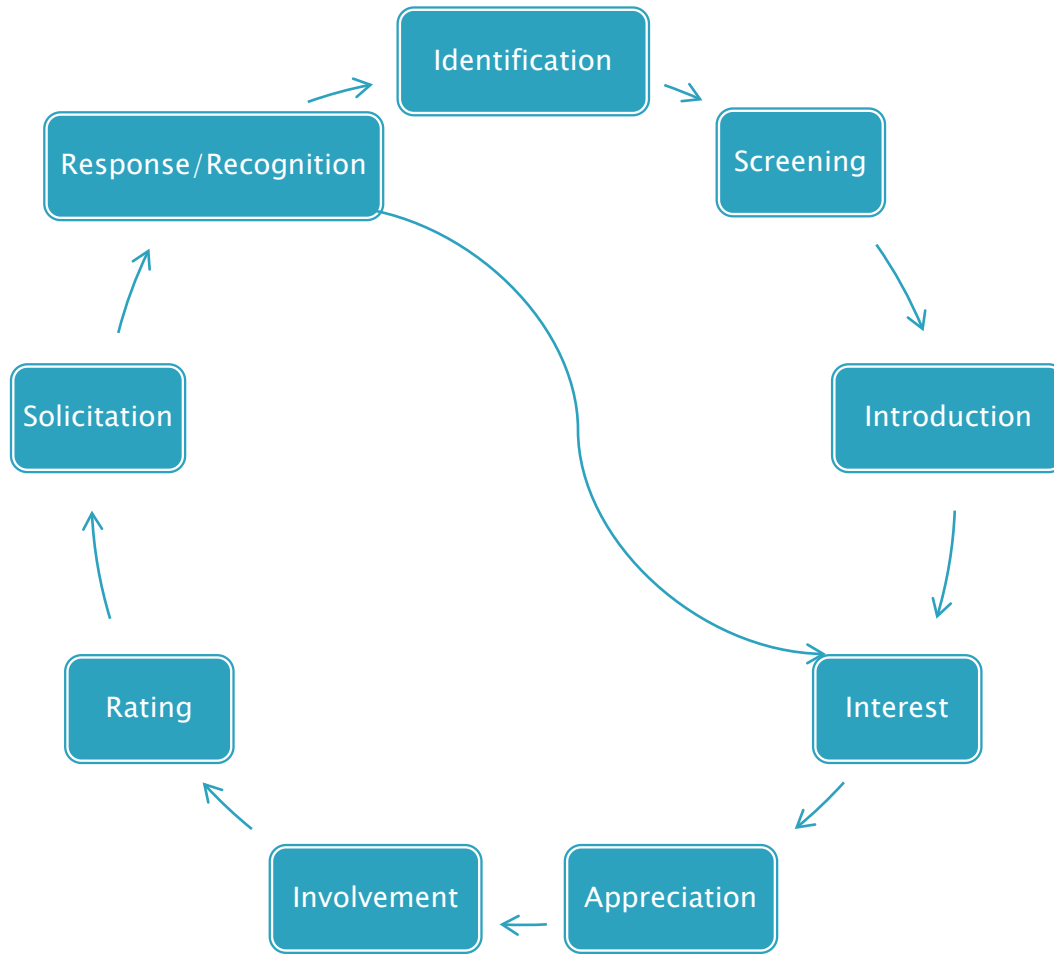
Philanthropy Defined:

- ▶ **philanthropy, n.** a voluntary act for the common good.
 - ▶ Acknowledgement: Philanthropy is a private sector means of effecting social change outside of government. It is an acknowledgement that Government cannot resolve all societal issues and acts as an outlet for those voluntarily seeking change.
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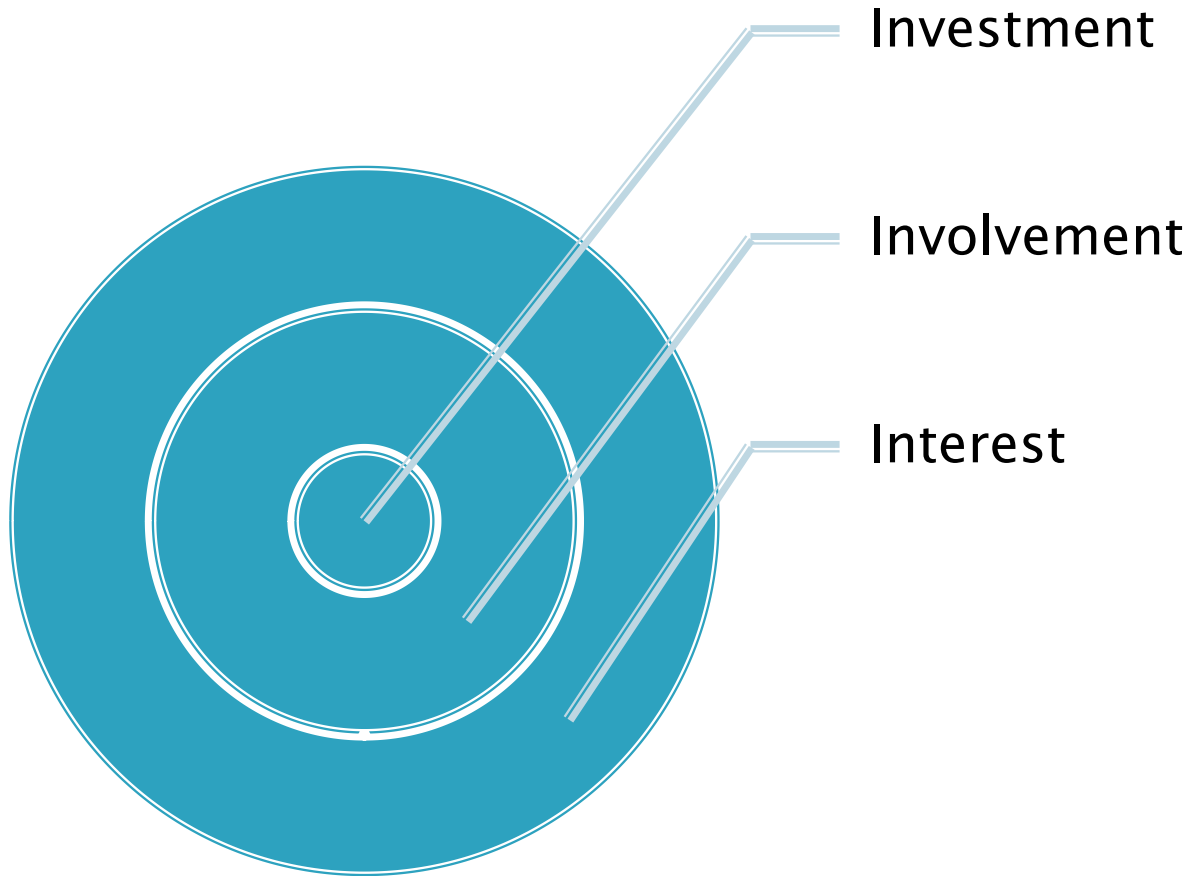
Fundraising vs. Philanthropy

Fundraising	Philanthropy
Intervention	Interaction
Transactional	Transformational
Short-term oriented	Long-term oriented
Get the money and get out	Get the person
Centered on organization	Donor centered
Linear thinking	System thinking
Not fulfilling	Totally satisfying
Dominated by networks	Driven by mission/vision

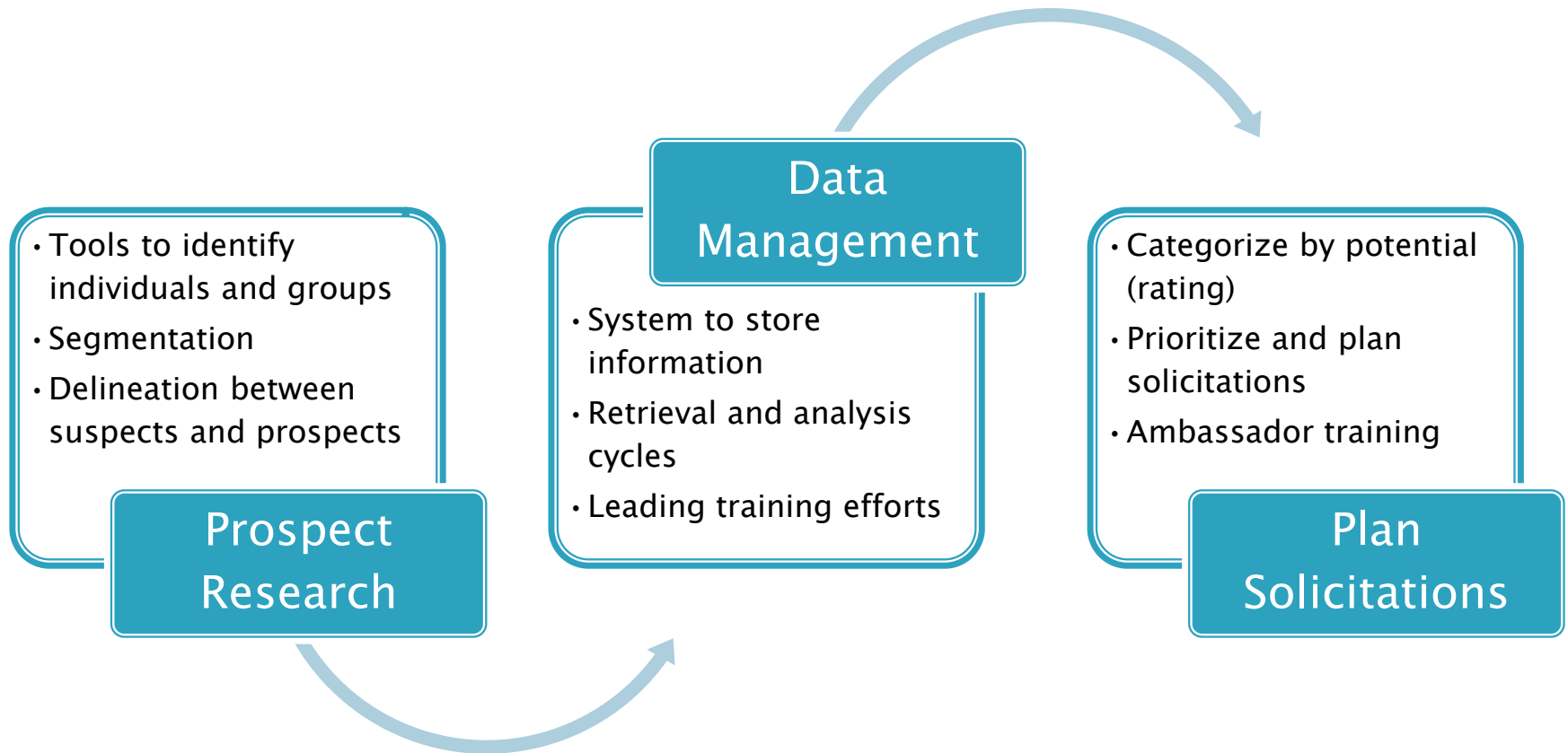
10 Steps for Relationship Development



Relationship Building



Prospecting: Identification and Understanding



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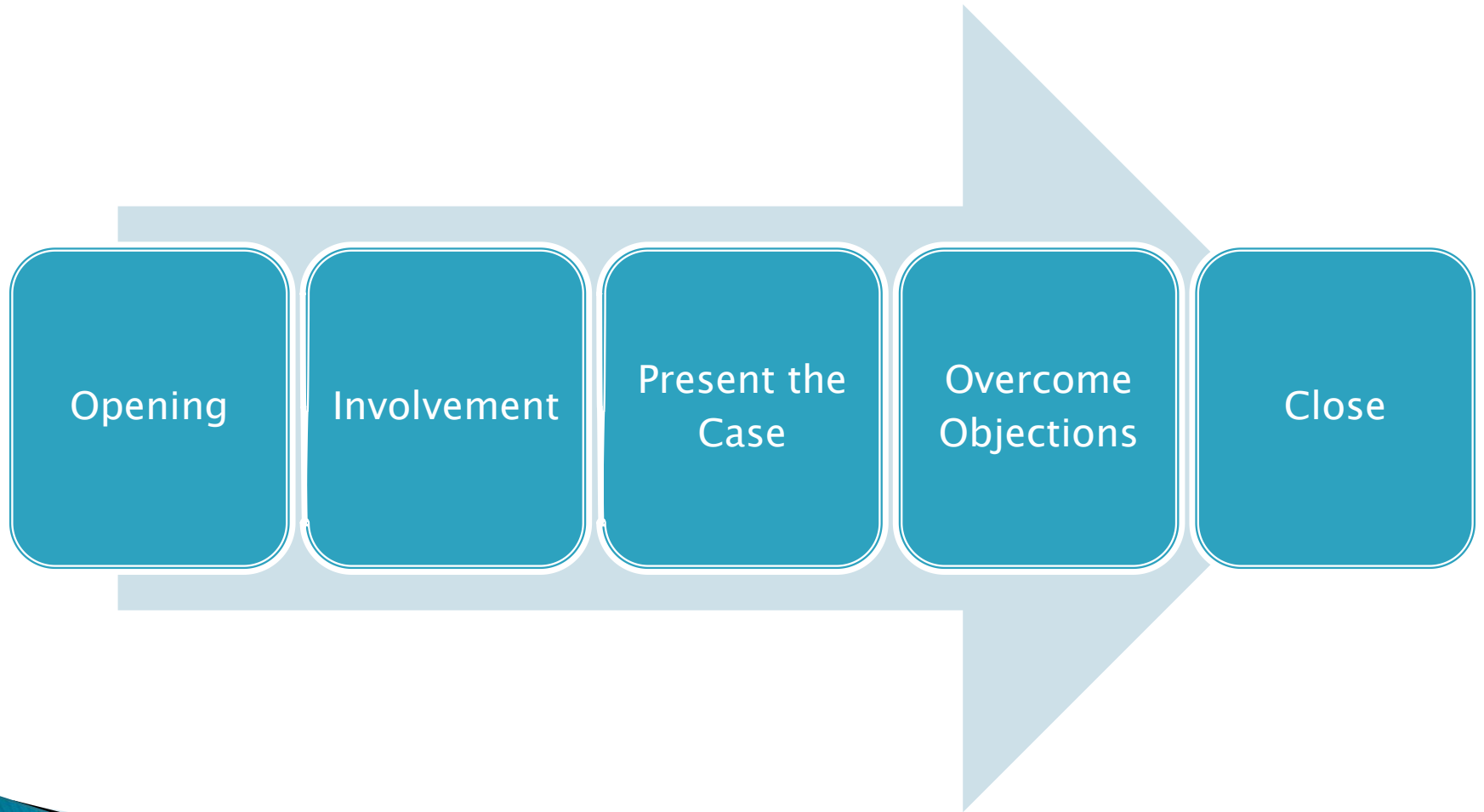
- ▶ Qualifying Prospects
 - Donor Survey Components and Use
 - Market Survey Components and Use
 - Prospect Screening, Qualifying, and Rating



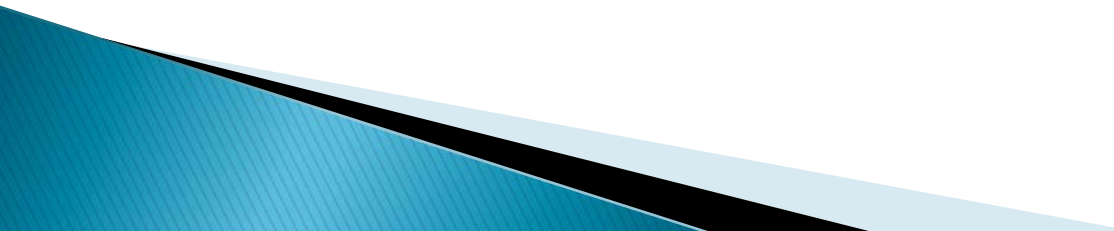
Sample Rating Approach

Giving Capacity Code	Giving Potential	Giving Inclination Code	Description
1	\$500,000 +	1	Clearly turned off; no record of interest
2	\$100,000-\$499,999	2	Minimal interest, occasional donor, attends meetings, infrequently
3	\$50,000-\$499,999	3	Moderately active or formally very active
4	\$10,000-\$49,999	4	Very active, regular donor, committee member
5	Under \$10,000	5	Governing Board member, regular gift, very engaged

Gift Solicitation



Resources

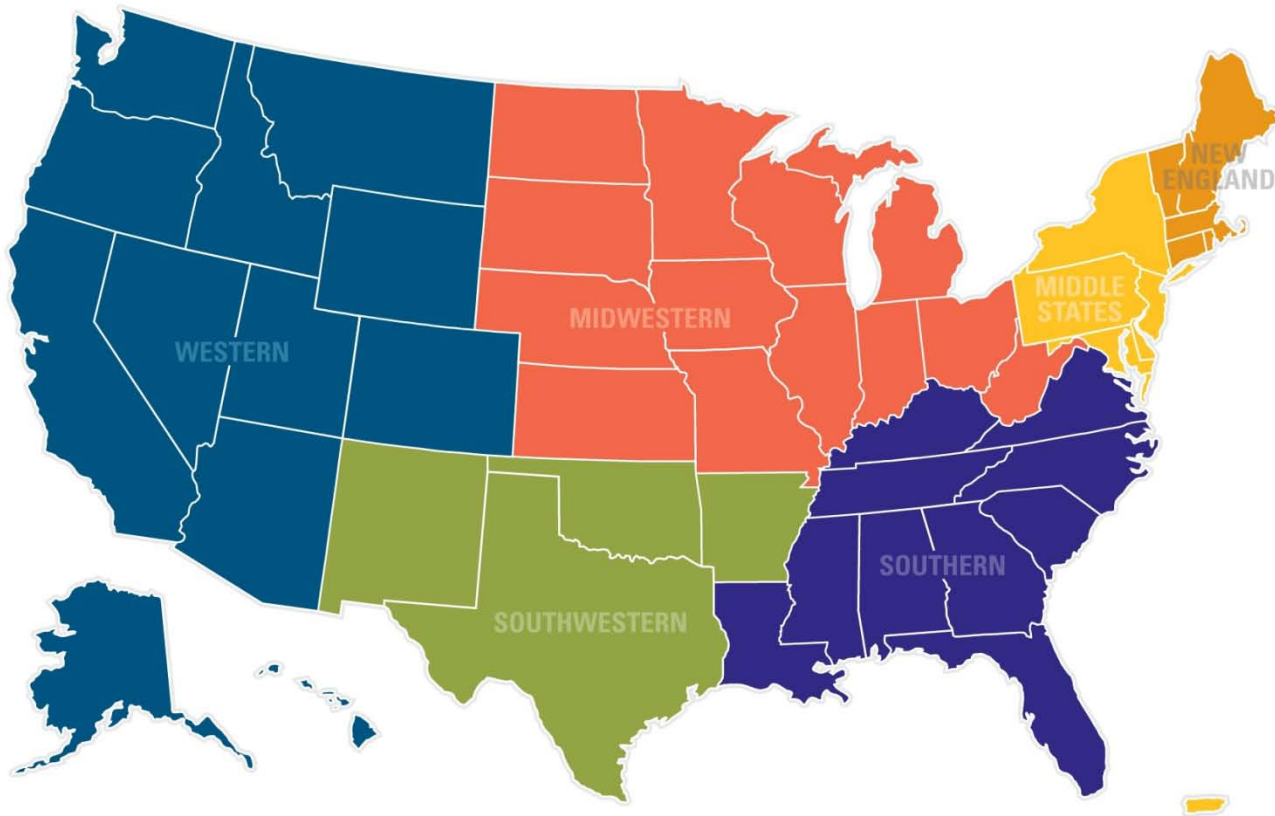
- ▶ The College Board
 - ▶ Association of Fundraising Professionals (AFP)
 - ▶ Council for Resource Development (CRD)
 - ▶ Council for the Advancement and Support of Education (CASE)
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Summary

- ▶ Partnership and philanthropy – common tactics
- ▶ Partnership “lifecycle”
- ▶ Planning communications
- ▶ Philanthropy “lifecycle”
- ▶ Building your toolkit

Q&A





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