

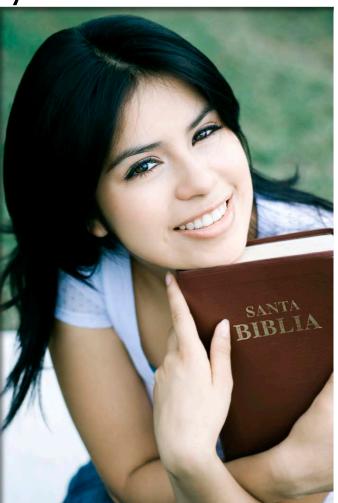
Private Side of Public Education

Prepárate 2012

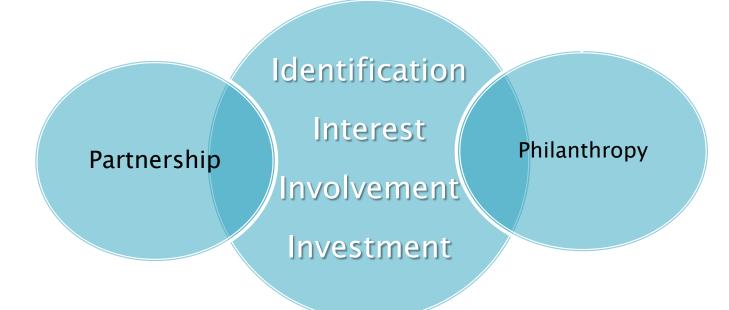
Dr. Dana Zorovich, CFRE

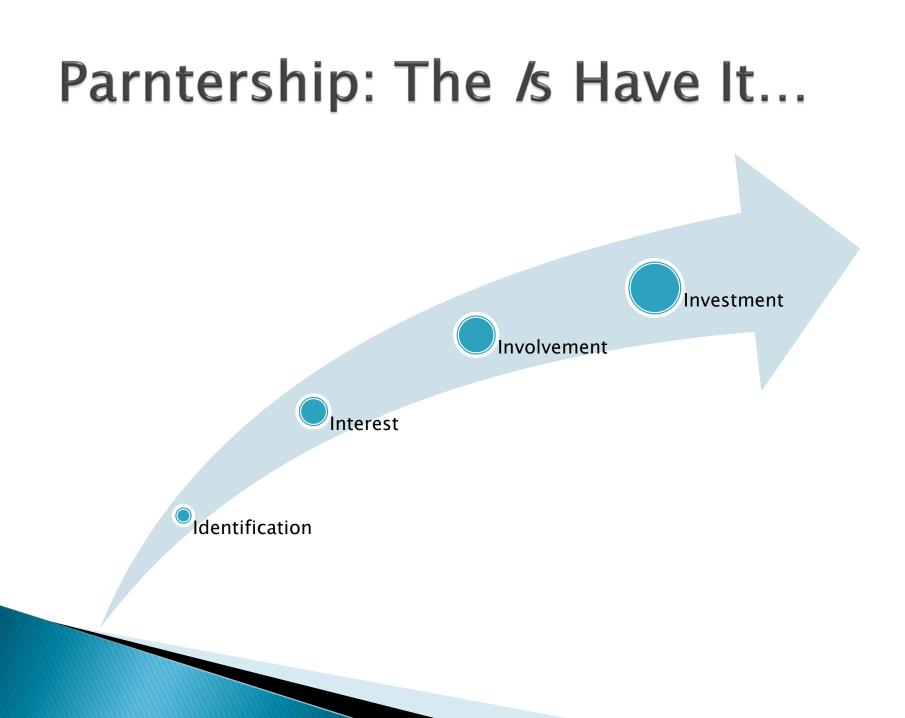
Agenda

- Partnership and philanthropy common tactics
- Partnership "lifecycle"
- Planning communications
- Philanthropy "lifecycle"
- Building your toolkit



Common Tactics





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

ZANIELLA, 20 UM 1205 YAMAHA, 24 LO to DE ARAUJO, 80 (R\$ 265,96) DO PELA 66" CIRETRAN DE GAR DBLICO VARIOS LOTES DE SUCONO DNDICAO DE PAGAMENTO DO ATACAO EN DE COMISSION 5.00 metros de frente aos fundos contando com lotes 30 e 32, com LEILAO OTI ial, terrea, com paredes de alve

ENDRUA

MOTOS

02 103 AS

CIAL AND

VEIS

AUTORIZ

LEILÃO

ARREN

NOTA

CORI

REC

OF

SE

dels contradensarity on territory dis sono

DE GENTENÇAL Propues por A contra Inco sonors Di NRA INOES SOUZA, prosesso

ado. Um lote de torreno sob r

ncial Parque da Arnizado Nova

ficula 17.467, medindo 10 metros

tal medida nos fundos, onde con

interna e externamente, avaluero

ne laudos de availação. Foi desig

considera de 2000

ne laugos de avanação, Foi disig: de 2003 às 14:30 horas, no átrio

no de 2003 as ta su noras, no atrio e, na Rua Antonio de carvalho, 170

o, ha Hua Amonio de carvalho, 170 nra realização da 1ª praça do bem

dito bem serà lançado à praça para

n maior lance fizer acima da ava

ado o DIA 21 DE FEVEREIRO DE

para a 2ª Praça, caso não haja lici-

rtunidade, ficando esclarecido que

ance independente o valor da ava

inguem futuramente alegue igno: resente que serà publicado e fixado

A por este estital, intimidados os exe-IS DE SOUZA & APARECIDA MAMA in forem inclairados para intimação ana aliando e publicado na torma da

From Interest to Involvement: The Case

DE IGARAPAY

LEILOEIRO

DE IGARAPAVA

LOTE

215 PAAL AT 105CA 22 BRASILIA 23 DECAN 215 PAAL AT 28 TUSCA 27 GOL 28 OT 11 15 30 DENIETE, 31 MOBILETE, 32 GAM

SP.O

TUSCA TO BRASIUA, 18 OPEN

LOEIRO

NARUA

LEILÃO

OT CORC

FIAT 18

(30)

CENTRO.

08 CG 125 . 0 . USCA. 10 BRASIUA.

MONIARY HILL E DE BIOCLETA

A DIRETO A DOCUMENTO RSON MORALES JUCESP 379.

FISCAIS DEVERAO

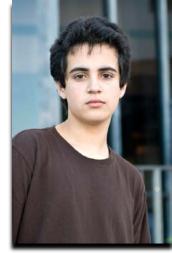
(115 241 210)

ATAÇÃO DE PAGAMENTO TOU ATAÇÃO + 5% DE COMISSÃO PO

PELA LEI PERTITY

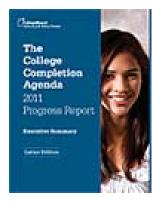
The Case Statement Will:

- \checkmark Identify and validate the needs
- \checkmark 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, currents needs, and plans.

Source: AFP, Fundraising Dictionary

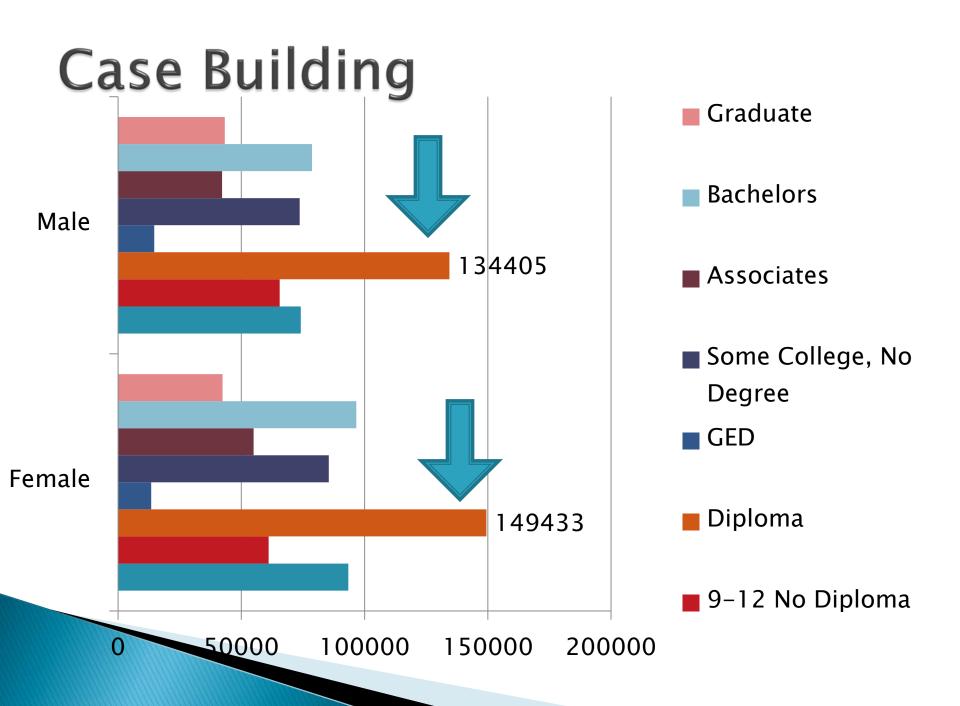




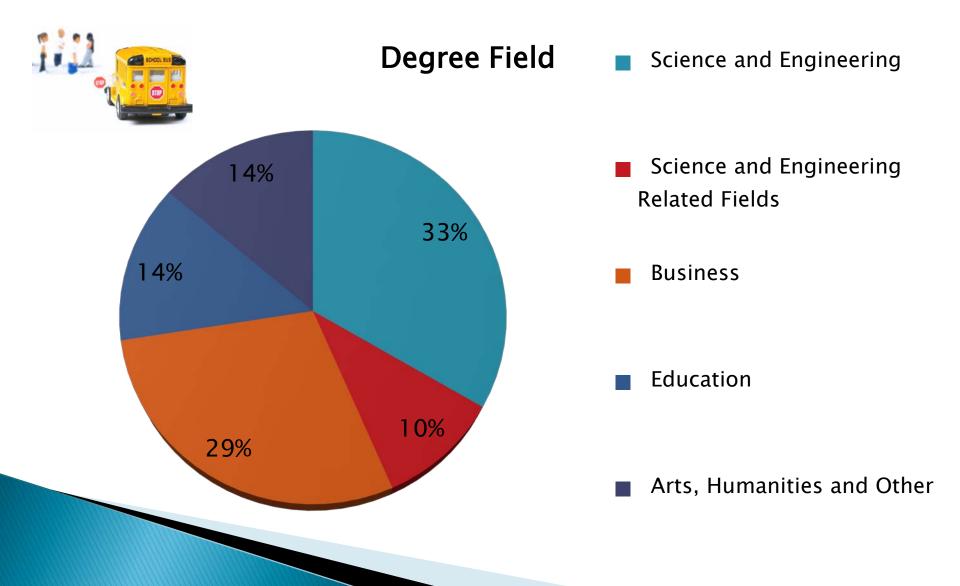
Launch of College Completion Agenda: Latino Edition

- 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 Ibargüen (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



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



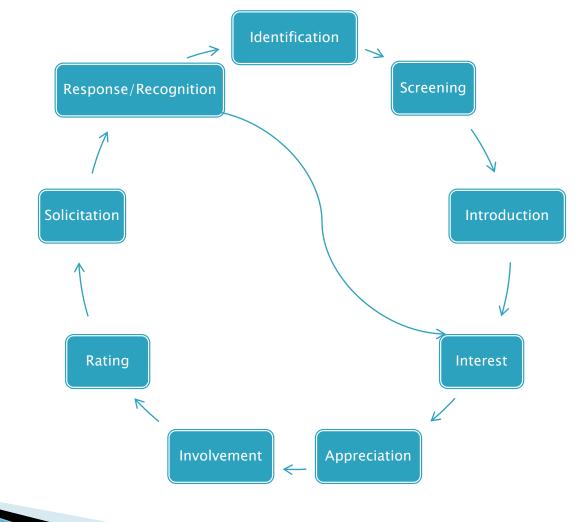
Philanthropy Defined:

- philanthropy, n. a voluntary act for the common good.
- <u>Acknowledgement:</u> 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.

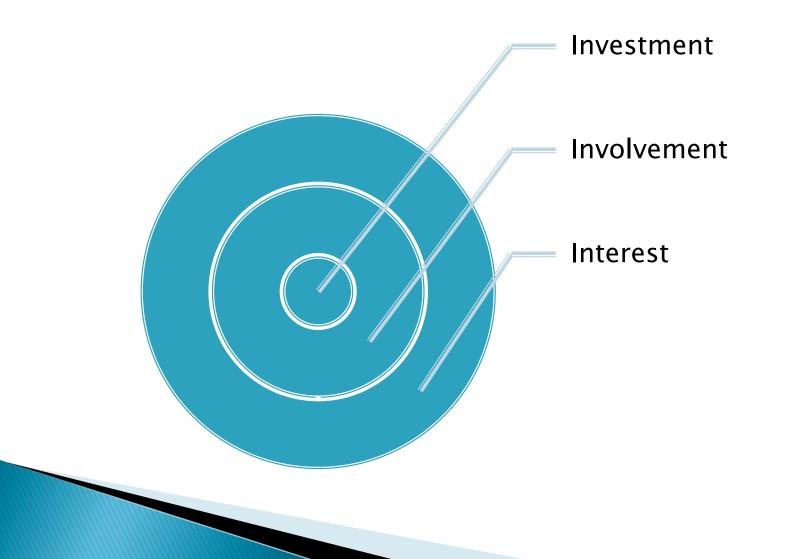
Fundraising vs. Philanthropy

Fundraising	Philanthropy	
Intervention	Interaction	
Transactional	Transformational	
Short-tern 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	

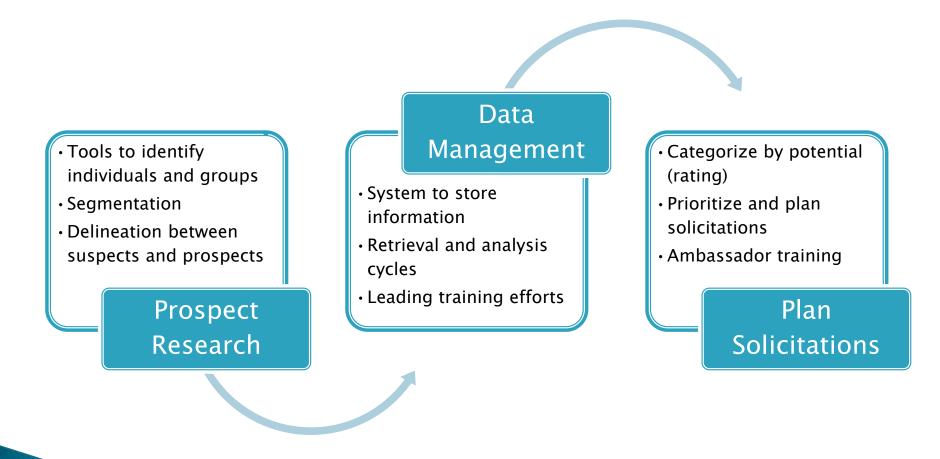
10 Steps for Relationship Development



Relationship Building



Prospecting: Identification and Understanding



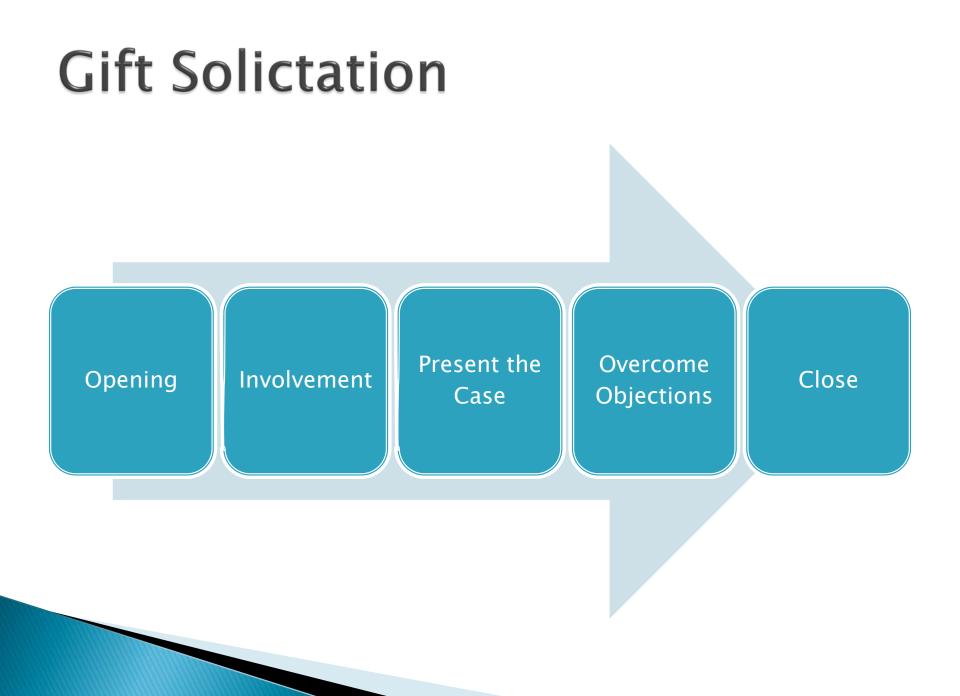
Prospecting: Identification and Understanding

- 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

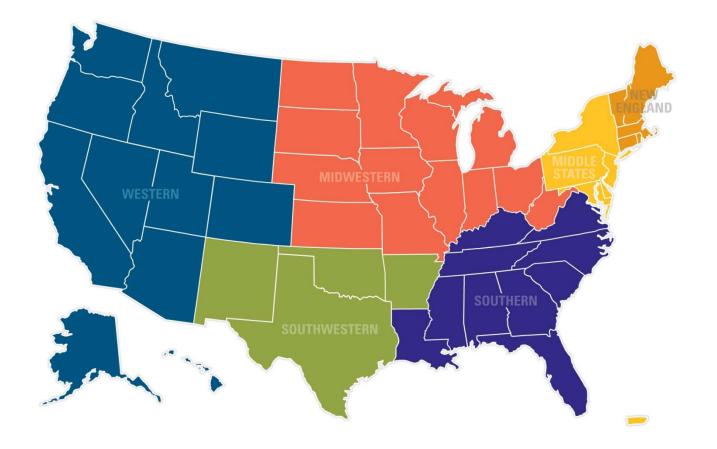


Resources

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

Summary

Partnership and philanthropy common tactics Partnership "lifecycle" Planning communications Philanthropy "lifec e Building your toolkit



Southern

James Lindsay jlindsay@collegeboard.org

Midwestern

Penny Kotterman pkotterman@collegeboard.org

New England &

Cassandra Allen callen@collegeboard.org

Southwestern

James Lindsay jlindsay@collegeboard.org

Western

Anita Cassity acassity@collegeboard.org

Dr. Dana Zorovich, CFRE (954)303–7966 dana.zorovich-godek@palmbeachschools.org