

ADVANCEMENT SERVICES

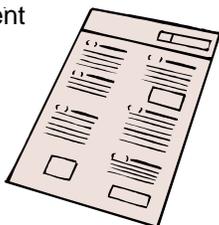
Sponsored by the Office of Stewardship & Development and the Office of Catholic Schools

APRIL 2005

Positions Available

The following schools are looking to fill development positions.

Those interested in applying should send resume and reference information to...



Our Lady of Tepeyac High School
c/o Nancy Hoyt at
nhoyt@tepeyachighschool.org

St. Martin de Porres High School
c/o R.J. McMahon at
rjcmahon@mail.smdpwaukegan.org

There are only two more issues of the Advancement Services newsletter this year.

If there is a topic you would like to see covered, send an email to foleymaryj@aol.com by April 18.

The **Advancement Services Newsletter** should be distributed to staff, volunteers and board members involved in your advancement efforts. Please copy and forward as necessary. If you would like to submit a question to our Q & A column, post a position announcement or arrange for others to receive this newsletter, please contact foleymaryj@aol.com.

Foundation Fundamentals

The March meeting of the Archdiocesan Development Council (ADC), *Grants and Foundations – Just the Facts* offered schools keen insight into the world of proposals, prospects and pursuit, thanks to...

- Barbara Kemmis, Donors Forum
- Robin Doeden, Chicagoland Lutheran Educational Foundation
- Janet Sisler, Madonna Foundation
- Tom Teeling, Dewan Foundation

Here are just a few of the tips, suggestions and wisdom that issued forth.

- Do your homework! One of the greatest foundation pet peeves is lack of research about the foundation or review of the available information.
- Make sure your request clearly “matches” with the foundation in terms of areas of interest, limitations, amount, type of program, etc.
- Look at your funding priorities with an eye toward those that are innovative and able to be replicated. These are particularly appealing to donors.
- Be ready to provide current and compelling information about the key dimensions affecting your school and its future – enrollment, educational quality, facility, finances/budgeting, religious education, etc.
- Once a gift is received, tend the relationship with the foundation as you would any major donor. Don't take for granted future support or that the funder doesn't require ongoing education and cultivation. Remember – they receive far more requests than they can possibly accommodate so you don't want to give them a reason not to keep you on the list.

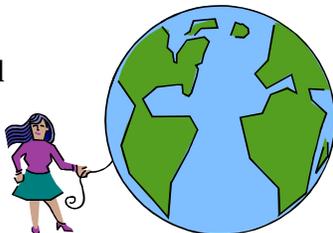


- Make use of the many existing resources to help with your prospect research, matching and writing. Access the Donors Forum, free online tools, Guidestar, etc.

Prospects and Persistence

Since donors give to your school because it **makes them feel good**, and since giving begets giving, we know that our best future prospects are the current and past donors. But what about those who haven't yet embraced the opportunity to feel good by donating to your school? Alas! Unless we aggressively invite them to contribute, they may be deprived of the joy of giving and we can't have that...

As you plan your Annual Fund appeal and special project campaigns, make sure that your prospect list is as comprehensive as possible.



Don't rely solely on the usual suspects – current parents and alumni; include past parents, grand parents, future school families, neighbors, etc. You may find that some of these constituent groups prove especially lucrative. Remember, too, that it often takes multiple requests to secure a first gift depending on the solicitation technique employed, so keep at it!

A well conducted appeal isn't just about solicitation. Using segmentation and personalization you can also educate and cultivate prospective donors so that even if they choose not to give this time, the likelihood of a positive response in the future is greatly enhanced.

Upcoming Professional Development Opportunity

Bishop John R. Gorman Institute for Leadership in Catholic Education

Saint Xavier University is pleased to announce that this year's **Bishop John R. Gorman Institute for Leadership in Catholic Education** will be held June 27–30, 2005.

This innovative summer institute addresses the specific interests of Catholic school administration and leadership teams. The curriculum is based on interests identified by more than 200 Catholic school presidents, principals, and financial and advancement officers in the greater Chicago area.

For more information, please contact Jim Kruse at 708.802.6214 or jkruse@sxu.edu. Or, if you wish, you may log on www.sxu.edu/gorman_inst for a complete overview of the institute.

Question & Answer — The Donor Proof

Q: *What is a “donor proof”? I've heard this mentioned but don't quite understand what exactly it is or how to use it.*

A: A Donor Proof is a publication similar to what you would see in an Annual Report or Honor Roll of Donors that lists all contributors to your school. Sometimes these are simply alphabetical listings, others may group donors by constituency, class, or appeal. Occasionally the contributors will be noted within giving clubs or societies based on size of gift.



The idea behind the Donor Proof is that some people are very likely to be donors but they've simply misplaced the request, forgotten to send that annual gift, etc. By sending an early “proof” of the list of donors you give them a chance to see if they are missing, and if so, to correct this situation before the final version is printed and published.

Three things often happen in response to this mailing. Many previous donors will realize they've forgotten you and send checks to make sure they make the list. Some non-donors will see names of classmates, other parents, etc., and now be inspired to give. Finally, if you do list contributors by gift club or society, some will realize that for an additional, modest gift they can leap up to the next level and do so.

The Donor Proof is an effective way to increase dollars, donors and average gift size. Furthermore, because there is an obvious deadline, the money comes in rather quickly – and what could be better than a sudden influx of cash right before the end of the fiscal year?

School's Out!

Although it may seem like the end of the school year will never arrive for some of our youngsters, before we know it our chance to easily gather information from current parents for use in future publications, speeches, articles, etc. will all too quickly come to a close. Take advantage of these last several weeks to conduct your satisfaction survey (see sample on website <http://schools.archchicago.org/internal/resources.shtm>) or to gather testimonials reflecting the many achievements, distinctive characteristics, special programs and other exceptional experiences that make your school Catholic, excellent and vital. Summer is often the time when we create new materials and develop plans for next year, so make sure your “intellectual property” is collected now!