Advancement Services

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of Stewardship & Development
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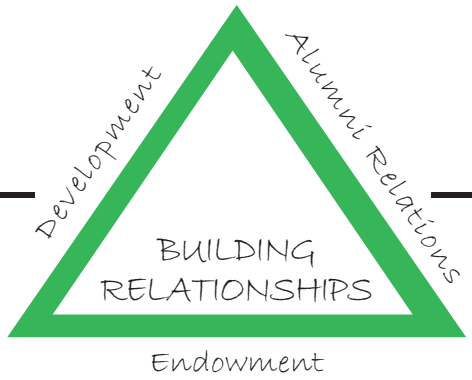
January 2009



January 2009...
Things to Do RIGHT NOW!

Get the New Year off to a great start and…

1. Register for the January 21st ADC Program, ***Managing Politics, Negotiating Outcomes, Creating a Culture of Success***. See attached flyer for details and registration information.

2. Register for the ***Annual Fund Workshop Series***, which begins on February 18th. Space is limited; see attached flyer for description and registration information.

3. Make note of the new Advancement Services contact information resulting from the Archdiocesan move to the former Quigley Seminary site.

   Address: 835 N. Rush Street, Chicago, Illinois, 60611
   Telephone: 312-534-5243
   Facsimile: 312-534-5295
   Email: foleymaryj@aol.com

4. Celebrate the abundant blessings and opportunities that the New Year brings.

Good luck in all your endeavors!

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*The **Advancement Services Newsletter** should be distributed to staff, volunteers and board members involved in your institutional 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.*

Thank you!
Mary J. Foley
Director, Advancement Services

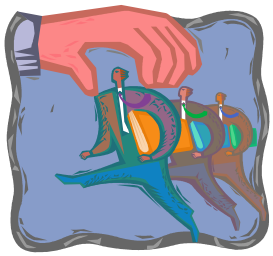
Now More Than Ever...

In challenging economic times, it is essential to be particularly attentive to your current donors in order to retain their support, both moral and financial. If you are not already engaging in creative, sincere and beneficiary-focused communications, make this a priority. Options to consider...

- Thank you phonathon, using student callers
- Constant reinforcement of your key messages – the special and distinctive characteristics of your school, how your school differs from others like it in obvious and advantageous ways, the benefits derived by the students, their families, our society (given the moral development intrinsic to a Catholic education, and the recent worldwide events that reflect a decided lack in that area, this is likely to be very well-received by your constituents)
- Funding priorities that are easy to understand, appreciate and connect directly to the students, not the school
- Appreciation for the donor's generosity coupled with illustrations of how a child in your school is affected by these contributions
- Flexibility in working out any new gift payment options the donors may now need
- Extreme responsiveness and personal engagement with all current donors
- Special attention and acknowledgement for newly acquired donors to ensure the next and future gifts

It is essential that we don't make any assumptions about the donors' ability to give or not give. The development function exists to provide opportunities to support the mission, ministry and miracle of Catholic education. Our job is to do this as effectively as possible after which it is completely up to the donors to give commensurate with their ability, interest and relationship.

Hiring Development Staff



How do you know if the candidate before you is really "the one" who will make a difference for your school? The hiring process is a unique combination of art, science and instinct, but the more you rely on objective information, the more satisfied you are likely to be in the long run.

- Make sure that your job description is accurate and realistic. If you have a development plan that documents goals, objectives, strategies, timetables, etc., share this during the interview and guage reaction.
- Look for candidates who have a history of staying in a position or with an organization. Constant turnover is tremendously detrimental to your program's momentum. If they don't have a good track record in this regard find out why – from the applicant *and* the former employers.
- Check plenty of references. Anyone can find three people to say nice things; if you really want insight ask for eight or ten. Include co-workers as well as supervisors, ask for colleagues in the industry; these will give you a greater sense of how the candidate interacts with others which is essential to know for a relationship building job.
- Be certain that they like to ASK PEOPLE FOR MONEY. Someone who stays buried in the office producing reports is not moving your program ahead. Ask "What do you like most about personal solicitation?" and for a description of the best and worst asks they've experienced.
- Set up a few role-playing scenarios and see how your potential staff member performs.
- Find out why your school was selected. What appeals most? Why? This should reveal if there is real passion for Catholic education, the level of research undertaken, or if any job will do.

For more ideas, go to the Advancement Services page of the OCS Resource portal at http://ocs.archchicago.org > School Vitality > Advancement Services > Staffing.

Question & Answer

IRA Rollover Legislation

Q: Did the IRA Rollover option expire December 31? If not, when and how does it work, exactly?

A: *This option remains in place and is a great way to promote giving amongst your older donors. Make sure you consistently promote this giving opportunity by providing ongoing education about the IRA Rollover Provision, which exempts from taxable income any funds transferred from an Individual Retirement Account to a charitable organization. The provision was included in the $700 billion economic bailout bill signed by President Bush on October 3, 2008. The original provision had expired at the end of 2007; the new legislation was made retroactive to January 1, 2008, and will apply to gifts made from that date through December 31, 2009.*

To take advantage of this opportunity, donors must be above age 70 ½ and the contribution must be a direct gift to the not-for-profit organization. The cap on annual IRA rollovers is $100,000. Make sure that all your communication with donors between now and next December makes reference to this excellent, tax-advantaged vehicle for charitable giving.

Position Announcements

Queen of Peace High School is seeking a **Vice President of Institutional Advancement.** This new position will report directly to the President/Principal. This person will be responsible for research, personal solicitations, strategic planning and will oversee and coordinate development, fundraising, alumnae relations, special events, marketing, public relations, recruitment and data resources. This is a 12-month full-time position with standard benefits and competitive salary commensurate with experience. Please refer to **www.queenofpeacehs.org** for a full job description. Interested parties should submit a current resume along with salary requirements to Dr. Kathleen Hanlon, President/ Principal at hanlonk@queenofpeacehs.org

Fenwick High School is seeking an experienced professional to serve as **Director of Development.** The school's history, mission and vision place high value on this position. A minimum of five years professional development experience, experience in working with private and/or Catholic education, experience in sales/personal solicitation, and experience in strategic planning/thinking is required. An earned master's degree is also preferred.

Those with the specific level of experience, plus excellent oral and written skills, are invited to submit their resumes and letters of interest to: Dr. Gerald Lordan, Fenwick High School, 505 Washington Boulevard, Oak Park, IL 60302 or glordan@fenwickfriars.com.