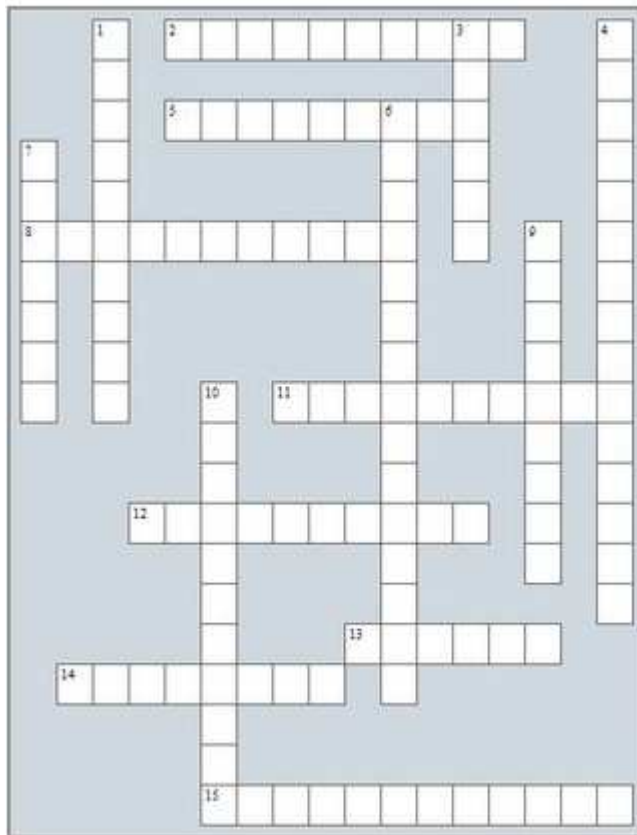




## Test your Campaign Knowledge



### Across

- 2. Written financial campaign commitment
- 5. Illustrates number and size of donations needed to reach the goal
- 8. Informational/educational process for potential donors
- 11. Breakdown of campaign needs
- 12. This group commits time, energy and resources to the campaign
- 13. Non-monetary gifts
- 14. \_\_\_\_\_ Committee: responsible for campaign management
- 15. The process of asking for a gift

### Down

- 1. Program that raises funds to cover operating costs (in this issue!)
- 3. Process of identifying and sorting prospects according to their potential
- 4. Process of filling a lead development position (in this issue!)
- 6. Follows the receipt of a gift
- 7. Public announcement of a campaign
- 9. Location of the CASE/NAIS 2008 conference (in this issue!)
- 10. Communications materials

**Need help with the answers? Here's a word list to choose from:**

<b>Acknowledgement</b>	<b>Annual Fund</b>	<b>Collaterals</b>	<b>Cultivation</b>	<b>Executive Search</b>
<b>Gift Chart</b>	<b>In Kind</b>	<b>Kick off</b>	<b>Nashville</b>	<b>Objectives</b>
<b>Pledge Card</b>	<b>Rating</b>	<b>Solicitation</b>	<b>Steering</b>	<b>Volunteers</b>

## Annual Fund Survey

In last month's Annual Fund Newsletter, we asked recipients to participate in a survey. (If you are not currently receiving the AF newsletter and would like to, please email us at [info@fordassociates.com](mailto:info@fordassociates.com))

Thanks to those 39 respondents who took the time to answer our questions about the Annual Fund. It helps all of us to recognize trends, and to see what other schools are doing right now.

- Out of 39 respondents, a majority of schools raise between \$100,000–\$600,000 each year for the Annual Fund, and almost every school meets or exceeds their goal.
- Parent participation is holding steady at about 60%, with alumni participation in most schools of around 20%.
- Half of the schools that responded are either preparing for or conducting a capital campaign. In those schools, there has been little to no reduction in Annual Fund dollars raised.

Independent schools continue to do a great job educating their constituencies about the difference between annual and capital gifts!

## Jump Start your Annual Fund!

We are pleased to announce an expanded consulting service for your Development Office.

We are now offering a NEW full day, one-on-one mentoring session with our Annual Fund Specialist. Come to our Atlanta office with your development plan in hand—we will analyze it, share ideas from other successful independent school Annual Fund campaigns, and provide answers to the questions you want to ask. Or if you don't have an Annual Fund plan, we'll help you create one, tailored to your needs.

You'll leave Atlanta armed with materials, ideas, and a fresh perspective that you can take to your office and put to immediate use.

Call us today (404.897.3456) for a Jump Start on your Annual Fund!

## Executive Search

The main Independent School hiring season is nearly upon us, again. Many Heads of School will soon find themselves looking for leadership in the Development Office. Every year we work with Heads across the country assisting them with their searches.

We have included a few things to keep in mind when searching for a new Director of Development, Director of Annual Giving, or Director of Alumni Relations:

- An effective search involves conducting preliminary interview(s) before including a candidate on your short list. Although this is most often done by telephone, it may also be necessary to meet the prospective candidate(s) in person.
- Often the Development Committee Chair is involved in the interview process, as are members of the Administrative Team and development staff.
- It is important to have a current, written job description for the position being filled, as well as all support positions reporting to the new director. This ensures that expectations of both the candidate and the Board of Trustees are met.

Some frequently asked questions about our Executive Search service include:

### **1. Why should I hire a search firm? I fill faculty positions all the time.**

Exactly. You don't fill this position often, or at least we hope not! We can help you find the right person for a position unlike any other in your school.

**2. Do I need to hire someone in development from another Independent School?**

Not necessarily. We have filled positions with experienced development professionals from non-Independent School backgrounds.

**3. What's the advantage of using your service?**

Our job is to make your job easier. So, first of all, we save you time. By helping you write (or refine) the job description, make strategic calls, place ads, screen replies and determine who's best suited to your position, you can spend your time filling faculty positions. Second, we'll help you fill a position you may not be familiar with. Third, we're development consultants. This is our business; consequently, we're in touch with the best in the business. By hiring us, your time can be spent managing more important responsibilities.

**4. How long will it take?**

It's hard to predict but during the January–May timeframe it usually takes less time because so many people are actively looking at that time.

**5. How soon can you start?**

As soon as you hire us!

**6. I'm the Director of Development and I'm considering a change. What can you do for me?**

By confidentially submitting your resume to our candidate database, you will benefit by being among the first reviewed for openings. (If you are not currently receiving our Executive Search newsletter and would like to, click on the "update preferences/email" link at the bottom of this page to change your preferences. Current searches will be emailed as they are announced.)

For further information, contact Rocky Ford at [rocky@fordassociates.com](mailto:rocky@fordassociates.com)