

INDEPENDENT SCHOOLS



Track Session I
Sunday, February 27
9:30-10:45 a.m.

Raising a Thoroughbred in a Small Stable: How Strathcona-Tweedsmuir School Improved the Annual Fund From \$42,000 to More Than \$300,000 in One Year

It's impressive, sure, but how did this happen? In their first formalized annual fund campaign, Strathcona-Tweedsmuir achieved amazing results. This session will share what worked, what didn't, what changed, and where things are now.

Jeff McGuinness, Associate Director of Advancement, Strathcona-Tweedsmuir School

Track Session II
Sunday, February 27
1:45-3:00 p.m.

Constituent Relations: Reclaiming the Blue Ribbon

Independent schools had the first relationships with parents, grandparents, and students. We may have been their first love, but our constituents are now inundated by those who demand their attention, free time, and philanthropy. How do we get back into the winner's circle? Take home a few simple communication ideas and strategies methods to help you re-engage your constituents.

Jeff McGuinness, Associate Director of Advancement, Strathcona-Tweedsmuir School