



EDUCATION FIRST CAMPAIGN

November 7th through November 30th, 2016

BROWARD EDUCATION FOUNDATION

Our Mission:

It is the mission of the Broward Education Foundation to energize and engage the extended community to transform the lives of Broward County Public School students through quality education.

Our Vision:

We envision a community where all Broward County Public School students can achieve his or her highest potential.



INFORMATIONAL VIDEO

**View the video at
Browardedfoundation.org/campaign**

INNOVATIVE TEACHING



This initiative promotes cutting edge classroom programs shown by experienced teachers to improve learning outcomes. These programs provide opportunities for teachers to grow professionally by guiding them to become leaders in education.

TEACHER GRANT INFORMATION

- Available online at www.browardedfoundation.org
 - *Deadline: Wednesday, November 20, 2016
- Find It & Fund It, Broward! – Post your classroom needs and market to friends, family and community!
- Grant Writing Workshops



INNOVATIVE IDEA EXPO

When:

Saturday, February 4, 2017

Where:

Nova Southeastern University



TOOLS FOR SCHOOLS BROWARD

A retail store, providing Title I teachers with essential supplies for their students and classrooms at no cost, which increases student self esteem and provides an equal learning environment for all.



STUDENT SCHOLARSHIPS

Makes the goal of post-secondary education achievable to qualifying graduating seniors. Many of these recipients represent their family's first generation to college.



WHAT IS “EDUCATION FIRST CAMPAIGN?”

An Annual Campaign Promoting Employee Giving

Campaign Kicks Off on November 7th – November 30th

- 100% of funds raised support programs
- 100% of your gift is matched dollar for dollar
- Peer-to-peer solicitation

ALLOW EVERYONE THE
OPPORTUNITY TO GIVE

**WHAT IS THE MAIN REASON PEERS TO NOT GIVE?
THEY WERE NEVER ASKED!!!**

THIS IS THE MOST IMPORTANT
STEP TO YOUR CAMPAIGN

So Ask Everyone!

COMPONENTS OF A GREAT PLAN

- **Timetable** (schedule presentations)
- **Set Goals** (dollars, participation, etc.)
- **Marketing Materials** (Identify tools you'll need)
- **Awards/Incentives**
- **Involve Leadership.** They should be the first to receive pledge cards, and the ideal is that they will endorse and be visibly supportive of the campaign.
- **Recruit a Campaign Committee.** Help organize efforts to educate fellow employees about campaign.
- **THANK Your Donors!**

WAYS TO INCREASE PARTICIPATION

Make the “Ask” Positive and Personal:

- Inform and Educate Before Asking
- Face to Face Ask
- Be Clear on How to Complete the Pledge Card and Deadline
- Follow-up!

Need a Great Cause for Support:

- Use Foundation Stories and Visuals
- Use Own Employee’ Stories
- What is the money being raised for?
- How much will go to programs?
- Offer Incentives to employees who participate
- Thank Your Donors!

ALWAYS CELEBRATE SUCCESS

Department/School Incentive

- Raise \$1,500 or more and receive a scholarship in the name of your Department/School or Memory of Someone

Donate to WIN! 2 Year Lease on a 2017 Camry SE

- \$5.00 per pay period supports entry into car drawing (minimum donation of \$100.00)
- One time gift of \$100.00 can be made through payroll, check or cash supports entry into car drawing

DONATE TO WIN!
2 year Lease on a 2017 Camry SE



**\$5.00 per pay period supports entry into car entry
(minimum donation of \$100)**

ACKNOWLEDGEMENT



Leadership gifts of **\$500 or higher** will be recognized in the Foundation's Annual Report and Wall of Fame

Any Department/School that reaches their **7% goal buster** will be invited to the **Goal Buster Breakfast on February 10, 2017 @ Global Grille**

CAMPAIGN MATERIALS

Materials have been sent on October 31st through the pony addressed to the liaison or Department Head/Principal

If you have not received please check with your front desk or Department Head/Principal

ALL MATERIALS CAN BE FOUND ON
WWW.BROWARDEDFOUNDATION.ORG/CAMPAIGN

- **PowerPoint Presentation**
- **Video**
- **Poster**
- **Contribution Envelope**
- **Sample of Pledge Card**

SAMPLE PLEDGE CARD



EDUCATION FIRST CAMPAIGN

Supporting Teachers and Students



Name _____

Signature _____

Personnel Number _____

Date _____

School/Location Name _____

Location Number _____

I pledge the following through payroll deduction:
(Please attach cash and/or check to pledge card)

Currently, I give \$ _____ per pay period

- \$5.00 per pay period supports entry into car drawing
- \$ _____ per pay period
- \$ _____ One Time Gift can be made through payroll, check, or cash. (please circle one)

DONATE TO WIN!
2 year Lease on a 2017 Camry SE

TOYOTA OF HOLLYWOOD

Minimum donation of \$100
(\$5.00 per pay period)

Payroll deductions are made for 20 pay periods. All checks made payable to Broward Education Foundation.

BACK OF PLEDGE CARD

SUPPORT BROWARD EDUCATION FOUNDATION. GET THE TAG!



When Florida residents purchase or renew their Support Education license plate, \$20 is donated to Broward Education Foundation to enhance educational opportunities for local students.

Purchase or renew your Florida Education specialty plate today at your local tag agency or at <http://myfloridaspecialtyplate.com/>

DONATION ENVELOPE



Education First Campaign

Supporting Teachers and Students

Donation Report Envelope

Date: _____

Name of School/Department: _____ Phone: _____

Ambassador's Name: _____ Ambassador's Signature: _____

Total # of Employees at School/Department: _____ Total # Giving to Campaign: _____

Type of Giving	Number of Donors	Total Donations
Employees Donating by Cash		Cash \$ _____
Employees Donating by Check		Check \$ _____
Employees Giving One Time Donation through Payroll Deduction		\$ _____
Employees Donating through Payroll Deduction		\$ _____ X 20 pay periods = \$ _____
Total Number of Donors		Total Amount \$ _____

Please pony Campaign Report Envelope to the:
Broward Education Foundation
KCW, 1st Floor
www.browardedfoundation.org
754-321-2034



CAMPAIGN CHECK LIST

2016 EDUCATION FIRST CAMPAIGN CHECK LIST

All Education First Campaign Materials can be found on

www.browardedfoundation.org/campaign

From there you will find all the Education First Materials

All Education First questions please email mari-lee.baxter@browardschools.com

STEPS FOR A SUCCESSFUL CAMPAIGN:

1. Ambassador Materials

- Please give Education First Ambassador the pony envelope filled with Education First Materials
- Materials Include: individualized payroll cards, contribution envelope and poster

2. Prior to School/Department Presentation

- Plan with Principal/Director to plan an Education First Campaign presentation into one of your staff meetings
- Include all instructional, non-instructional personnel into your meeting

3. School/Department Presentations – November 7-30

- Enlist the support of key leaders to assist you (Principal/Dept. Head)
- Show Video
- Encourage each employee to give. 100% of their gift supports the success of our Broward County Public School students
- The Foundation matches your gift \$1 for \$1
- Hand out individualized pledge cards to all employees

4. Fill Out Collection Envelope

- Place all pledge cards inside of Collection Envelope

5. Submit all Pledge Cards by November 30

- Send completed Collection Envelope with pledge cards enclosed in a pony envelope addressed to Broward Education Foundation, KCW, 1st Floor
- Payroll deduction will begin two weeks from the time you submitted the cards
- Payroll deductions are made for 20 pay periods
- All checks made payable to Broward Education Foundation



MOST ASKED QUESTIONS



Question: What do I do if I have a new staff with no pledge cards for them and they need a pledge card to submit?

Answer: Go to www.browardedfoundation.org/campaign, print and use for your new staff or missing staff



Question: What if someone wants to cancel their donation?

Answer: Fax Payroll Department at 754-321-2479 stating you would like to cancel your donation

Question: Is it OK to send check, money and cash in the pony?

Answer: Yes, it is very safe



FINAL STEPS

Please pony all pledge cards in
Contribution Envelope (must be filled out) to

Broward Education Foundation

KCW, 1st Floor

DEADLINE

November 30th

HOW TO HANDLE OBJECTIONS

- Objections are often based on incorrect information
- You must try to identify the real issue
- Show that you care
- Listen carefully to help identify the employee's concern
- Don't argue
- Instead offer information about how Broward Education Foundation helps students and teachers or offer to discuss the issue further after the group meeting
- Don't be afraid to say you do not know
- Let those with questions know you'll get back with them with answers or they can call the Broward Education Foundation Office at 754-321-2030

GOOD LUCK AND HAVE A SUCCESSFUL CAMPAIGN!



The power of giving is greater than the joy of receiving.

~ Norbert Harms