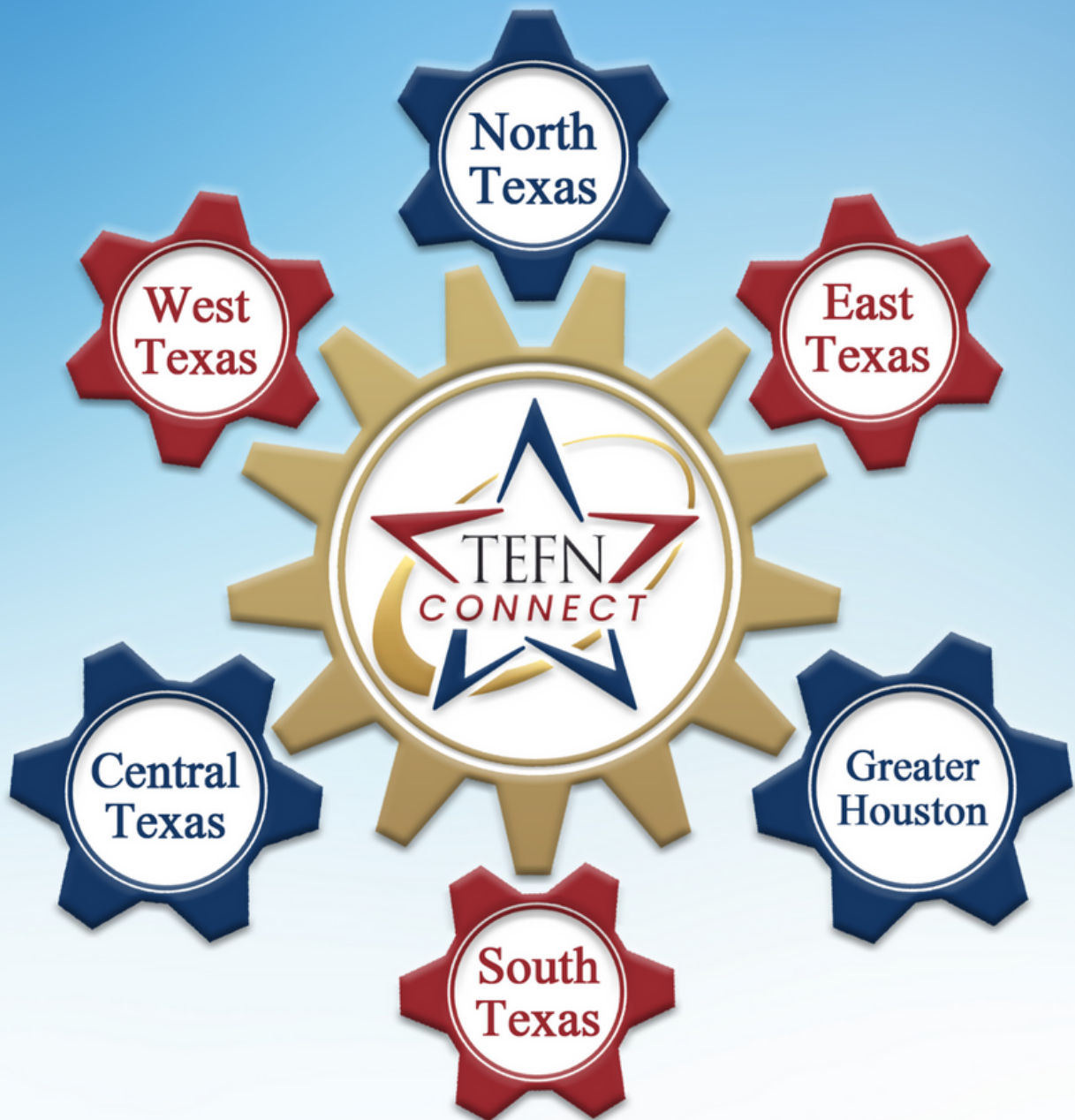


GEARING UP FOR SUCCESS



2023 ANNUAL CONFERENCE

APRIL 12-14

SAN MARCOS, TEXAS

Welcome to the 2023 TEFN Annual Conference!

Texas Education Foundation Network (TEFN) was created to support local school education foundations in Texas by providing networking opportunities, sharing of best practices, and training and resources needed for foundations to be successful. TEFN is a program of Texas Pioneer Foundation, a private, independent foundation established to support outstanding and innovative educational programs and projects in Texas.

It's been 14 years since the first meeting of school foundations in Texas. In 2009, a group of 35 Texas Pioneer Foundation grantees gathered in this hotel to share their experiences. During that first meeting, we found there was a strong desire to create networking opportunities and training for school foundations in Texas.

As a result, we formed a conference committee from various school foundations across the state who developed the first annual conference the following year in 2010. There were 89 attendees for the first conference. Thanks to your support, the network and the conference have grown considerably. We are expecting over 250 attendees this year representing executive directors, board members and staff from over 100 school foundations in Texas.

This year's conference will feature 39 non-profit consultants, executive directors and professional speakers presenting 36 breakout and general sessions. In addition, we are excited to add the pre-conference sessions to give you another opportunity to connect, learn and share with your peers.

We are excited to see everyone again and thank you for joining us!



Fred Markham
Executive Director



Michelle Coburn
Program Director



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The Texas Education Foundation Network is a program of the Texas Pioneer Foundation.

The Texas Education Foundation Network (TEFN) was launched in 2012 as a program of the Texas Pioneer Foundation and was created to support local education foundations in Texas by providing networking opportunities, sharing of best practices and providing training and resources needed for foundations to be successful. The Texas Pioneer Foundation is a private independent foundation established to support outstanding and innovative educational programs and projects in Texas.



2023 TEFN Conference Committee



Ashley Adair
Friendswood ISD
Education Foundation



Teresa Benden
College Station ISD
Education Foundation



Lisa Cox
Garland ISD Education
Foundation



Cameka Crawford
The Richardson ISD
Education Foundation



Sandra Harper
Spring ISD Education
Foundation



Laurin Moore
Angleton ISD Education
Foundation



Chelsea Ormond
Comal Education
Foundation



Ashley Sine
McKinney Education
Foundation



Donna Wald
CFBISD Educational
Foundation



TEFN Advisory Council



Karen Anderson
Red Oak ISD
Education Foundation



Shawn Callaway
Foundation
Innovation LLC



Valerie Foster
Sanger Education
Foundation



Judy Geelhoed
SAISD Education
Foundation



Randy Lewallyn
Mesquite ISD
Education Foundation



Suzi Pagel
Foundation
Innovation LLC



Conference Overview

Wednesday, April 12, 2023

12:00 p.m. – 6:30 p.m.

Conference Check-In.....Veramendi F

12:00 p.m. – 6:30 p.m.

Conference Lounge Open.....Chatauqua A & B

1:00 p.m. – 4:30 p.m.

Pre-Conference Sessions (pre-registered attendees ONLY).....Veramendi G, H, I, J

5:30 p.m. – 6:30 p.m.

Welcome Reception.....Veramendi F

Pre-Conference Reception & New Member Meet & Greet

Dinner on your own – restaurant listing & maps will be available at registration

Thursday, April 13, 2023

8:00 a.m. – 5:00 p.m.

Conference Check-In.....Veramendi F

Conference Lounge Open.....Chatauqua A & B

9:00 a.m. – 9:15 a.m.

Welcome & Opening Remarks.....Veramendi F

9:15 a.m. – 10:30 a.m.

Keynote Speaker.....Veramendi F

10:45 a.m. – 11:45 a.m.

Breakout Sessions.....San Marcos A, B; Veramendi G, H, I, J

12:00 p.m. – 1:15 p.m.

Luncheon & Achievement Awards.....Veramendi F

1:30 p.m. – 2:30 p.m.

Breakout Sessions.....San Marcos A, B; Veramendi G, H, I, J

2:45 p.m. – 3:50 p.m.

Roundtable Mini Sessions.....Veramendi F

4:00 p.m. – 5:00 p.m.

Breakout Sessions.....San Marcos A, B; Veramendi G, H, I, J

5:30 p.m. – 6:30 p.m.

Networking Reception.....Hotel Restaurant & Atrium

Dinner on your own – restaurant listing & maps will be available at registration



Conference Overview

Friday, April 14, 2023

8:00 a.m. – 12:30 p.m.

Conference Check-In.....Spring Lake Ballroom

Conference Lounge Open.....Chatauqua A & B

8:00 a.m. – 8:45 a.m.

General Session.....Spring Lake Ballroom

9:00 a.m. – 10:00 a.m.

Breakout Sessions.....San Marcos A, B, Veramendi A, B, C, D

10:15 a.m. – 11:15 a.m.

Breakout Sessions.....San Marcos A, B, Veramendi A, B, C, D

11:30 p.m. – 12:30 p.m.

Breakout Sessions.....San Marcos A, Veramendi A, B, C, D

12:30 p.m.

Conference Ends

Special Thanks To:

Conference Marketing and Videography Team

Maya Golden Bethany, Executive Director, 1 in 3 Foundation

Jason Bethany, Audio/Video Production Instructor, Tyler ISD

Conference Photographer

Justin Elledge, Owner, Max Photography



Keynote Speaker

Steve Harper



"Why The Way You Connect Matters More Than Ever"

Thursday, April 13, 9:15 a.m.

The most empowering feeling in the world is someone wanting to take the time to get to know you – the real you. So why do so many of us find it so hard to connect with others in a truly genuine, authentic way? Maybe it's because so many of us have been taught to connect only when we want something or need something from someone else. Perhaps it's because we've seen so many takers in our lives that we automatically assume everyone we encounter will inevitably want something from us. So, we close ourselves off. We only open just enough to make surface connections and not much more. And then we sit back and wonder why we feel more isolated, alone, and generally unfilled in our personal and professional lives. Isn't it time we try connecting better? Steve Harper has spent his entire career studying the power of connecting through a process he calls Rippling. A magical experience that shows people how to proactively look for ways to engage and support one another on a deeper, more meaningful level. Steve will give you an entirely new perspective on how to communicate with strangers, friends, family, coworkers, board members, and, yes, those key donors. His Ripple approach will help you reframe your connecting efforts to look for and find "connection points," discover how to leverage them to keep the connecting going, and quite literally transform how people respond and react to you. So what do you say, are you ready to get your Ripple On?



Wednesday, April 12 Schedule

12:00 – 6:30 CONFERENCE CHECK-IN

Veramendi F

12:00 – 6:30 CONFERENCE LOUNGE

Chautauqua A&B

1:00 – 4:30 PRE-CONFERENCE SESSIONS (pre-registered attendees ONLY)

Fish Camp – Education Foundation Basics & Essentials

Veramendi G

Shawn Callaway, President – Foundation Innovation LLC

Are you or your foundation NEW to the world of advancement and philanthropy? Take this deep-dive into the essential components and necessities of running a high-achieving and capacity-building foundation. This is the session tailor-made to all the "Freshman" in the Texas education foundation community!

Building a Strategic Development Plan

Veramendi H

Jennifer Lehman, CEO – Mission Advancement

Do you have a strategic plan for the funding side of your mission? Most organizations focus their planning efforts on programs and outcomes, but fail to build a solid plan for the revenue growth required to achieve those goals. And as a result, they find themselves in a revenue plateau, wondering how to break through the ceiling to the next level of growth. A Strategic Development Plan creates a roadmap for your foundation to grow revenue over a defined time period, with specific action steps and measurables along the way. Join this pre-conference introduction to the key elements of an effective strategic development plan and walk away with specific action steps to move your foundation to a new level of fundraising.

Board Development Bootcamp

Veramendi I

Brian Brandt, President – Core Insights

Whether you're looking for tips to foster greater board engagement or you're seeking to overhaul your board and gain a fresh start, this bootcamp will allow you to gain a myriad of ideas that are immediately applicable. You'll be prepped and inspired to take your board to the next level for greater impact.

Building Blocks for Successful Grant Writing Workshop

Veramendi J

Amy Loar, Assistant Director – Texas Grants Resource Center

Erica Villarreal Ekwurzel, Founder – CivicAIM

New to grants or wanting a refresh on grant writing and not sure how or where to start? This training offers a comprehensive introduction to philanthropic grants, such as understanding the different types of grants, ways to identify and research funding prospects, key components to proposal writing, and overall, how best to position your education foundation on the road to finding future funding opportunities.

5:30 – 6:30 WELCOME RECEPTION

Veramendi F

Pre-Conference Reception & New Member Meet & Greet

DINNER ON YOUR OWN – restaurant listing & maps will be available at registration



08

Thursday, April 13 Schedule

8:00 - 5:00 CONFERENCE CHECK-IN

Veramendi F

8:00 - 5:00 CONFERENCE LOUNGE

Chautauqua A&B

9:00 - 9:15 WELCOME & OPENING REMARKS

Veramendi F

Fred Markham, Executive Director - Texas Pioneer Foundation

Michelle Coburn, Program Director - Texas Pioneer Foundation

9:15 - 10:30 KEYNOTE SPEAKER

Veramendi F

The Ripple Effect of Connecting: Why The Way You Connect Matters More Than Ever

Steve Harper, CEO - The Ripple Effect

10:45 - 11:45 BREAKOUT SESSIONS

Is Your Foundation Prepared to Partner?

San Marcos A

Cameka Crawford, Executive Director - The Richardson ISD Foundation

Lauri Kelley, Manager - Blue Cross Blue Shield of Texas & Board Member of The Richardson ISD Foundation

We all have corporate or private foundations on our fundraising wishlist BUT would your foundation be their ideal partner? In this session, co-facilitated by a grantmaker and grantee, we'll discuss how you can make your foundation more attractive to funders. ***Bring your laptop/device or notepad because we'll help you prepare to partner with your dream foundation!***

CEFL or CFRE: Which Certification Program is Right For You?

San Marcos B

Teresa Benden, Executive Director - College Station ISD Education Foundation

Jerri Monbaron, Chief Community Engagement Officer - Humble ISD Education Foundation

Ready to pursue your next level of professional growth? Then join us to learn about two options: becoming a Certified Fundraising Executive or a Certified Education Foundation Leader. Hear from two foundation executive directors who each pursued one of these and learn about the similarities and differences of each program.

Crafting a Compelling Story that Engages Donors

Veramendi G

Jennifer Lehman, CEO - Mission Advancement

What is it about your mission that is compelling and urgent? Who is impacted and in what specific way? What would not happen if your organization didn't exist? These and other questions form the foundation of a truly compelling story that connects and inspires donors to help you achieve your goals and do big things! Donors want to help you solve problems, and we must share with them compelling and inspiring ways to solve them. In this session, we'll outline the elements of a truly compelling story, share examples, and give you practical next steps to reignite your staff and board around telling that story to current and prospective donors.



Thursday, April 13 Schedule

Giving by Generations

Veramendi H

Erica Villarreal Ekwurzel, Founder - CivicAIM

There's no question that fundraising today is no longer a "one size fits all" and this is certainly apparent across different audiences of generation donors. In this session, Erica will utilize research from Blackbaud's Next Generation of American Giving report to identify generational giving habits and incorporate generational giving principals into your organization's fundraising strategy and donor communications.

Content Creation Workshop (repeated session)

Veramendi I

Laurin Moore, Executive Director - Angleton ISD Education Foundation

Canva! Adobe! Facetune! Anchor! TikTok! Vidyard! There are endless options out there to generate quick, easy, and high-quality content. **Bring your device, and let's get working!** Walk away with a Canva Brand Kit (p.s. Canva premium is free for nonprofits!) and hundreds of content templates to stock your inventory.

Through the Looking Glass: Adventures in

Navigating Nonprofit Legal Compliance (repeated session)

Veramendi J

Janet Bubert, Attorney - Underwood Law Firm

A review of common legal issues that often arise in the operation of an education foundation, along with strategies and best practices to avoid falling down the rabbit hole of noncompliance. Can a foundation give teachers gift cards to show appreciation? Can a foundation board vote on an action by email? Is all donor information private? Join the discussion to get answers to these questions and more.

12:00 - 1:15 LUNCHEON & ACHIEVEMENT AWARDS

Veramendi F

1:30 - 2:30 BREAKOUT SESSIONS

Ripple Connection Lab:

Veramendi G

Developing Stronger Relationships with Board Members and Key Donors (repeated session)

Steve Harper, CEO - The Ripple Effect (Keynote Speaker)

In this hands-on session, Steve Harper will walk participants through his personal hands-on approach to discovering, deepening, and strengthening relationships with key people in his own personal and professional network. He will share his Ripple Connection Model and help participants identify where their relationships currently stand with key board members and foundation donors and develop a game plan on where to take them next. Steve will walk everyone through a series of critical questions to determine just how engaged they are with their connections and discuss some specific strategies on how to accelerate their connecting and relationship development efforts.

Participants are encouraged to bring their laptop/devices and 3-5 key contacts of people they would like to develop a stronger connection to and a better relationship with.



Thursday, April 13 Schedule

Austin Ed Fund: An Evolution Towards Equity (repeated session)

Veramendi H

Ryan O'Donnell, Partnership Coordinator – Austin Ed Fund

Since 2015, Austin Ed Fund has awarded nearly \$1.7 million to over 350 teacher and staff-created projects across Austin ISD schools and departments, which has positively impacted thousands of students and families. Participants in this session will learn how the grant program has evolved from its original focus on innovation in the classroom to encouraging more collaborative projects that impact the most marginalized communities in our district. Members of the Austin Ed Fund team will share how they analyzed their existing grant criteria, guidelines, application, and review process to ensure more equitable outcomes for students and staff.

Establishing and Growing a Basic Planned Giving Program (repeated session)

Veramendi I

Mark Browning, Sr. Vice President – Extraco Banks – College Station

Attendees will receive a high-level overview of: basic planned gift types, reasons to start, then build, a planned giving program, suggested approaches to potential donors, ways to market a planned giving program, demographics of potential planned gift donors, and documentation of gifts.

Through the Looking Glass: Adventures in

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Power of Positivity

San Marcos A

Brian Brandt, President – Core Insights

Positivity is powerful! Are you tapping into it? In this session, we'll identify the obstacles to positivity, do some self-reflection on your current status, and establish a path to increased influence.



Thursday, April 13 Schedule

"Success Planning" Requires "Succession and Board Member Planning"

San Marcos B

Michel Hudson, CFRE – 501(c)onsulting

Marianne Reap, Executive Director – Round Rock ISD Partners in Education Foundation

Only 27% of nonprofits surveyed by BoardSource reported that they had a written succession plan in place, and only 17% of smaller nonprofits (with under \$1 million budgets) have a plan.

Succession planning involves identifying and developing new leaders within (staff) and outside the Foundation (board members) to succeed current leaders. A nonprofit succession plan lays out strategies on next steps if an executive director, staff, or board member leaves your organization, and also shows you how to prepare before the individual leaves. This session will help you avoid "transition trauma" by covering these basics:

- What is a succession plan?
- Why is succession planning important for every education foundation's growth and success?
- What should a succession plan include for staff and board member transitions?
- How do you get started?

Resources including working templates will be provided in this session.

2:45 - 3:50 ROUNDTABLE MINI SESSIONS (Two 30 minute mini sessions)

Veramendi F

1. Foundation Rebranding

Teresa Benden, College Station ISD Education Foundation

2. Employee Giving Program "More than a Jeans Day"

Kim Crumrine, Executive Director – Royse City ISD Education Foundation

3. Fundraising 101: I'm Brand New, What Do I Do?

Dr. Jon McCollough, Executive Vice President for Advancement – Northeast Texas Community College Foundation

4. How LinkedIn Can Help You Reach Your 2023 Goals

Linda Medina-Lopez, Executive Director – Pflugerville ISD Education Foundation

5. "The Ripple Effect"

Steve Harper, CEO (keynote speaker)

6. Event Planning Best Practices

Ashley Sine, Executive Director – McKinney Education Foundation

Ashley Adair, Executive Director – Friendswood ISD Education Foundation

7. District and Education Foundation Relations & Partnerships

Lisa Cox, President – Garland ISD Education Foundation

Sheila Olson, Executive Director – Alvin ISD Education Foundation

8. Non-Event Fundraising / Annual Campaign

Suzi Pagel, Consultant/Retired Executive Director – Foundation Innovation



Thursday, April 13 Schedule

9. **SWISD Education Foundation Grant Process - SWISD Education Foundation**

Dr. Samantha Ruiz & Brandon Medin, District Liaisons - Southwest Education Foundation

10. **Utilizing Social Media to Market Your Foundation: "Small dollars = BIG results"**

Briana Estrada, Multimedia Specialist - Judson ISD & Judson Education Foundation

11. **Don't Be Afraid to Embrace Change**

Valerie Foster, Executive Director - Sanger Education Foundation

12. **What I Wish I Knew: Best Practices & Lessons Learned**

Cameka Crawford, Executive Director - The Richardson ISD Education Foundation

Donna Wald, Executive Director - Carrollton-Farmers Branch ISD Educational Foundation

13. **Building a Development Plan Designed to Succeed**

Kenny Sigler, Principal - Sigler Consulting

4:00 - 5:00 BREAKOUT SESSIONS

Ripple Connection Lab:

Veramendi G

Developing Stronger Relationships with Board Members and Key Donors (repeated session)

Steve Harper, CEO - The Ripple Effect (Keynote Speaker)

In this hands-on session, Steve Harper will walk participants through his personal hands-on approach to discovering, deepening, and strengthening relationships with key people in his own personal and professional network. He will share his Ripple Connection Model and help participants identify where their relationships currently stand with key board members and foundation donors and develop a game plan on where to take them next. Steve will walk everyone through a series of critical questions to determine just how engaged they are with their connections and discuss some specific strategies on how to accelerate their connecting and relationship development efforts.

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Veramendi H

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Thursday, April 13 Schedule

Create Meaningful Fundraising Solutions (repeated session)

Veramendi I

Amy Lane, Consultant – Foundation Innovation

Are you leveraging the aspects that make your district unique to grow your education foundation? This session will encourage you to unleash your creativity while raising invested supporters. In other words, this session is for those that want to fundraise without feeling like they are fundraising.

Building a Development Plan Designed to Succeed

Veramendi J

Kenny Sigler, Principal – Sigler Consulting

Having a detailed and diversified development plan is key to sustained fundraising success. Having a plan is half the battle. Getting your board to understand, support, and help execute the plan is just as important. In this session, we will review what the pandemic taught us about development planning, how to create a plan designed to succeed, and how to create a successful partnership with the board.

Work Life Balance & Time Management

San Marcos A

Brian Brandt, President – Core Insights

Are you feeling overwhelmed? Do you have time to focus on true priorities? Do you have time to take care of yourself? We'll explore a plethora of tips and techniques that will allow you to find the time you need to take control and spend time on what matters!

Establishing and Growing a Basic Planned Giving Program (repeated session)

San Marcos B

Mark Browning, Sr. Vice President – Extraco Banks – College Station

Attendees will receive a high-level overview of: basic planned gift types, reasons to start, then build, a planned giving program, suggested approaches to potential donors, ways to market a planned giving program, demographics of potential planned gift donors, and documentation of gifts.

5:30 - 6:30 NETWORKING RECEPTION

Hotel Restaurant & Atrium

DINNER ON YOUR OWN - restaurant listing & maps will be available at registration



Friday, April 14 Schedule

8:00 - 12:30 CONFERENCE CHECK-IN

Spring Lake Ballroom

8:00 - 12:30 CONFERENCE LOUNGE

Chautauqua A&B

8:00 - 8:45 GENERAL SESSION

Spring Lake Ballroom

Rising to the Challenge: Meeting the Mental Health Needs of Students and Staff in Texas

Jennifer Esterline, Vice President of Child & Family Strategy -

Meadows Mental Health Policy Institute

Melissa True, Director of Mobile Mental Wellness Collaborative -

Meadows Mental Health Policy Institute

Jessica Alcalá, YES Program Coordinator - Rise Recovery

Brian Jaklich, Social Work Coordinator - Harlandale ISD

Student and educator mental health and wellness is top of mind for both school district leaders and the education foundations who want to help. Join school mental health experts from the Meadows Mental Health Policy Institute and district and community leaders from San Antonio as they discuss innovative ways that school districts and community partners are ensuring that students and educators get access to evidence-based mental health supports in schools. They will also outline several ways that education foundations can support these efforts both now to meet the immediate needs of students and staff, as well as ensuring that districts are planning for the future.

9:00 - 10:00 BREAKOUT SESSIONS

Building a Culture of Philanthropy within Your Foundation

Veramendi A

Angela Seaworth, Texas A&M, Bush School, Center for Nonprofits & Philanthropy

Successful fundraising often depends more on an organization's dynamics than techniques or strategies. In this session, we will learn how to engage your board in creating a culture of philanthropy in your foundation. We will cover relationships with the board, fundraising techniques and trends, and examine a case about a good board that does not fundraise. You will leave with action items to create a dynamic board and fundraising culture for your foundation.

How to Win Your Donors Hearts, Minds & Wallets

Veramendi B

Rachel Muir, Speaker - League of Extraordinary Fundraisers

How big is the gap between what you want to say to a donor and what the donor wants to hear? Chances are it's as big as the Grand Canyon. Can you afford to let your donors walk away? What will make them stay? See-through your donor's eyes in this thought-provoking workshop loaded with tips for better donor communication, cultivation, and discovery. Better grab an umbrella. It's going to be raining donor love!



Friday, April 14 Schedule

Content Creation Workshop (repeated session)

Veramendi C

Laurin Moore, Executive Director – Angleton ISD Education Foundation

Canva! Adobe! Facetune! Anchor! TikTok! Vidyad! There are endless options out there to generate quick, easy, and high-quality content. **Bring your device, and let's get working!** Walk away with a Canva Brand Kit (p.s. Canva premium is free for nonprofits!) and hundreds of content templates to stock your inventory.

Employee Giving Program Panel (repeated session)

Veramendi D

Moderated by Karen Anderson, Executive Director – Red Oak ISD Education Foundation

Gina Welsh, Executive Director – Santa Fe TX ISD Education Foundation (Growth Focus)

Tamara Sherrod, Director – Dickinson ISD Education Foundation (Reinventing Focus)

Patti Pawlik-Perales, Executive Director – Beeville Education Foundation (Initial Launch Focus)

Join this interactive panel discussion focusing on initial launch, growth and reinvention approaches to implementing each foundation's employee giving program.

Create Meaningful Fundraising Solutions (repeated session)

San Marcos A

Amy Lane, Consultant – Foundation Innovation

Are you leveraging the aspects that make your district unique to grow your education foundation? This session will encourage you to unleash your creativity while raising invested supporters. In other words, this session is for those that want to fundraise without feeling like they are fundraising.

Think Outside the Check!

San Marcos B

Cara Nichols, Author & Board Member

It's easy to think the only way businesses can support nonprofits is through sponsorship dollars or grants, however businesses are chock full of resources that go beyond money. In this session, learn how to think outside the check to create support from the business community, diversify your partnerships and create lasting, authentic connections to for-profit organizations.

10:15 – 11:15 BREAKOUT SESSIONS

Captivating Prospective Donors with Mission and Impact

Veramendi A

Angela Seaworth, Texas A&M, Bush School, Center for Nonprofits & Philanthropy

With limitless needs in the districts, it can be difficult for education foundations to focus fundraising efforts. In this session, participants will evaluate their foundation's vision and mission and ensure these are in alignment with the district. Then, they will analyze prospective constituents and outline a case statement that uses data to demonstrate their foundation's impact. Participants will leave with a focused fundraising message that is persuasive and captivates prospective donors.



Friday, April 14 Schedule

Makeover My Board: How to Change the Board You Have

Veramendi B

Rachel Muir, Speaker – League of Extraordinary Fundraisers

Are you ready to makeover your board of directors? What do you do with lousy board members? How can you get them excited about serving or move them on to greener pastures? If you are ready to prune dead weight board members and wondering what tools can help you ensure a successful board transition join our expert who's been in your shoes and weathered several significant board transformations. You'll discover the tools and process for initiating a board transition and learn how to set your new members up for success. This session is loaded with topics and tools including sample board assessment, contracts and guides to help your board thrive. You will learn:

- Why creating an advisory board doesn't solve your problems
- How to use a board assessment to transition deadweight board members and what to ask
- How to create graceful exits for board members who need to go
- How to onboard and set the right expectations for incoming board members

Districts and Foundations - Together We are Mighty

Veramendi C

Ashley Adair, Executive Director – Friendswood ISD Education Foundation

Thad Roher, Superintendent – Friendswood ISD

As a district and foundation, we have experienced time and time again the value of a strong integration between our organizations. We will share tangible strategies we have implemented through the lens of a shared belief that "communication, collaboration and real-world connections lead to profound learning." Our hope is that participants leave our session equipped with actionable tools and are inspired to maximize the potential of their district and foundation partnership.

Stronger Together: Building a Development Plan That Involves Your Board

Veramendi D

Suzi Pagel, Consultant/Retired Executive Director – Foundation Innovation

Fund development is every board member's job. This presentation will focus on building a development plan that inspires involvement from every board member, not just the executive director!

Systemic & Sustainable Programs

San Marcos A

Valerie Foster, Executive Director – Sanger Education Foundation

Allison Miller, Frisco Education Foundation

Ashley Sine, Executive Director – McKinney Education Foundation

Hear from a panel of your fellow colleagues on how they have strengthened their strategic partnership with their school district and elevated brand and impact awareness for their foundation through Systemic and Sustainable programs.



Friday, April 14 Schedule

Get started with grant writing! What would you do with an extra \$100,000? **San Marcos B**

Ericka Mitchell, Donor Relations Staff – College Station ISD Education Foundation

Grow your income with effective grant writing. This session is designed to introduce the process of grant writing to those who are interested in adding this opportunity to their fundraising strategy. Attendees will learn how to find that 'pot of gold' by walking through the stages of research, development, award, implementation and reporting. This "grant writing boot camp" gives you the basics to begin grant writing, as well as tangible takeaways to get started.

11:30 – 12:30 BREAKOUT SESSIONS

Build Better Brands

Veramendi A

Laurin Moore, Angleton ISD Education Foundation

The for-profit world uses it, so why shouldn't you?! More than a logo and colors, a solid and defined brand gives your foundation a leg up in the market. Building your brand can start from the ground up or expand on what you've got. Define your mission, vision, and personality beyond just a logo!

10+ Fundraising Campaigns that Worked and Why

Veramendi B

Rachel Muir, Speaker – League of Extraordinary Fundraisers

Ready for eye candy campaigns that make you wish YOU'D thought of that? Buckle up, buttercup! Rachel Muir, CFRE is firing up the very best fundraising examples from budgets small and large. This session will inspire and delight you with eye-candy examples and concrete tactics you can implement in your next fundraising campaign. We'll explore great content, unique thinking and delightful design across donor thank you's, emails, websites, online advertising, donation pages, videos—and anything else that increases donations!

Connections, Not Competition - It Doesn't Have to Be Lonely at the Top

Veramendi C

Cameka Crawford, Executive Director – The Richardson ISD Education Foundation

Lisa Cox, President – Garland ISD Education Foundation

Ashley Sine, Executive Director – McKinney Education Foundation

Donna Wald, Executive Director – Carrollton-Farmers Branch ISD Education Foundation

Whether you're a Foundation leader ten days in or ten years in, unexpected things will come up, and you'll need a network. Led by Foundation leaders at different stages in their careers, this workshop will provide practical tips and information based on lessons learned. Key themes include building strong relationships, recognizing that your Foundation is a business, working with your board to define your organization's "why," understanding your environment, building strategic partnerships and more.



Friday, April 14 Schedule

Grow Your Own – Empowering Board Leadership

Veramendi D

Suzi Pagel, Consultant/Retired Executive Director – Foundation Innovation

Behind every successful nonprofit corporation is a strong Board of Directors. Come learn skills for developing strong leadership qualities in your board members and other volunteers that will set your organization up for sustained growth and success. We'll also discuss strategies for addressing challenges that can arise when working with a diverse group of personality types.

Employee Giving Program Panel (repeated session)

San Marcos A

Moderated by Karen Anderson, Executive Director – Red Oak ISD Education Foundation

Gina Welsh, Executive Director – Santa Fe TX ISD Education Foundation (Growth Focus)

Tamara Sherrod, Director – Dickinson ISD Education Foundation (Reinventing Focus)

Patti Pawlik-Perales, Executive Director – Beeville Education Foundation (Initial Launch Focus)

Join this interactive panel discussion focusing on initial launch, growth and reinvention approaches to implementing each foundation's employee giving program.

12:30 CONFERENCE ENDS

Session Evaluations

Be sure to scan the QR code and locate each session you attend. Your feedback helps the conference committee create a better conference!



Speaker Directory

Speaker	Organization	Title	Email	Phone
Ashley Adair	Friendswood ISD Education Foundation	Executive Director	aadairefisdk12.net	(281) 996-6655
Jessica Alcala	Rise Recovery	YES Program Coordinator	jalcala@riserecovery.org	(210) 989-5242
Karen Anderson	Red Oak ISD Education Foundation	Executive Director	karen.anderson@redoakisd.org	(972) 617-4320
Teresa Benden	College Station ISD Education Foundation	Executive Director	tbenden@csisd.org	(979) 764-5586
Brian Brandt	CoreInsights	President	brian@coreinsightsleadership.com	(903) 316-2540
Mark Browning	Extraco Banks- College Station	Senior Vice President	markbrowning88@gmail.com	(979) 823-8826
Janet Bubert	Underwood Law Firm	Attorney	janet.bubert@uwlaw.com	(817) 885-7529
Shawn Callaway	Foundation Innovation LLC	President	shawn@foundationinnovation.com	(817) 239-8485
Lisa Cox	Garland ISD Education Foundation	President	ljcox@garlandisd.net	(972) 487-3253
Cameka Crawford	The Richardson ISD Foundation	Executive Director	cameka.crawford@risd.org	(469) 593-0241
Jennifer Esterline	Meadows Mental Health Policy Institute	Vice President of Child and Family Strategy	jesterline@mhbpi.org jesterline@meadowsonlinefoundation.org	(512) 796-4530
Valerie Foster	Sanger Education Foundation	Executive Director		(940) 600-8890
Steve Harper	The Ripple Effect	CEO	steve@ripplecentral.com	(512) 577-3700
Michel Hudson	501 Consulting	Owner/Founder	mhudson@501consulting.com	(512) 565-0142
Brian Jaklich	Harlandale ISD	Social Work Coordinator	brian.jaklich@myhisd.net	(210) 989-4496
Lauri Kelley	RISD Foundation	Manager	lauri_kelley@cbcbstx.com	(214) 733-4403
Amy Lane	Foundation Innovation LLC	Consultant	amylane@foundationinnovation.com	(210) 617-6833
Jennifer Lehman	Mission Advancement	CEO	jennifer@missionadvancement.com	(888) 540-0505
Amy Loar	Texas Grants Resource Center	Assistant Director	amy.loar@austin.utexas.edu	(512) 475-7373
Allison Miller	Frisco Education Foundation	Director	millera@friscoisd.org	(469) 633-6864
Ericka Mitchell	College Station ISD Education Foundation	Donor Relations Staff	emitchell@csisd.org	(979) 694-5615
Jerri Monbaron	Humble ISD Education Foundation	Chief Community Engagement Officer	jerri.monbaron@humbleisd.net	(281) 641-8143
Laurin Moore	AISD Education Foundation	Executive Director	lemoore@angletonisd.net	(979) 864-8047
Rachel Muir	League of Extraordinary Fundraisers	Speaker	rachelmmuir@gmail.com	(512) 970-7983
Cara Nichols	threefolded	Founder	cara@threefolded.com	(210) 218-1208
Ryan O'Donnell	Austin Ed Fund	Partnership Coordinator	ryan.odonnell@austinisd.org	(512) 414-0108
Suzi Pagel	Foundation Innovation LLC	Lead Strategist	suzi@foundationinnovation.com	(512) 535-2046
Patti Pawlik-Perales	Beeville ISD/Beeville Education Foundation	Director of Communications & Foundation	ppawlikperales@beevilleisd.net	(361) 358-7111
Marianne Reap	Round Rock ISD Partners in Education Foundation	Executive Director	marianne_reap@rrisdeducationfoundation.org	(512) 464-5602
Thad Roher	Friendswood ISD	Superintendent of Schools	troher@fisdk12.net	(281) 482-1267
Angela Seaworth	Texas A&M, Bush School, Center for Nonprofits & Philanthropy	Director of Philanthropic Initiatives & Capacity Building	aseaworth@tamu.edu	(979) 458-8016



Speaker Directory

Speaker	Organization	Title	Email	Phone
Tamara Sherrod	Dickinson ISD Education Foundation	Director	tsherrod@dickinsonisd.org	(281) 229-6088
Kenny Sigler	Sigler Consulting	Principal	kenny@kennysigler.com	(903) 954-0105
Ashley Sine	McKinney Education Foundation	Executive Director	asine@mckinneyisd.net	(469) 302-6313
Melissa True	Meadows Mental Health Policy Institute	Director of Mobile Mental Wellness Collaborative	mtrue@mmhpi.org	(806) 440-6006
Erica Villarreal Ekwurzel	CivicAIM	Founder	erica@civicaim.com	(512) 535-2046
Donna Wald	CFBISD Educational Foundation	Executive Director	waldd@cfbisd.edu	(972) 968-4362
Gina Welsh	Santa Fe TX Education Foundation	Executive Director	gina.welsh@sfisd.org	(409) 925-9080

For Complete Speaker Bio's Visit



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2023 Outstanding Achievement Award Finalists



Alvin ISD launched the Alvin ISD STEM Bus in May 2022. The Alvin ISD Education Foundation donated the initial \$40,000 towards retrofitting an old school bus and helped establish partnerships with a total of 24 local, state, and national organizations that donated/granted over \$190K towards the creation of the STEM Bus. The STEM bus is equipped with modern science lab cabinetry, a 50-inch smart television, 9 all-in-one computers, virtual reality equipment, robots, drones, a 3D Printer, tablets, solar panels, and a wide range of science and technology supplies to allow every Alvin ISD student the opportunity to have hands-on learning experiences with the latest and greatest technology.



During the Covid-19 pandemic, the Eagle Mountain-Saginaw Education Foundation engineered the program "People of Influence." Working with community and state agency representatives, hundreds of books and thousands of meals delivered from the school district were delivered directly to kids. Thousands of pounds of food were handed out in pop up food pantries. Back-2-school resources were secured for each campus. Internet capabilities and special needs resources were provided to families. Local legislators put a hold on renter evictions to support district families, and scholarships were created for students needing additional assistance with post-graduation career pursuits.



Since its creation in 2018, the Fredericksburg ISD Education Foundation had a record-breaking Year End Annual Fundraising Campaign in 2022. The foundation utilized multiple media efforts to promote their campaign including radio time on several stations and in-person interviews to promote the foundation and its campaign progress. They hung banners over main street advertising the campaign and utilized multiple half page ads in the local newspaper to continue the momentum. By year end 2022, they had exceeded their goal with a 72% improvement in donations.



The Friendswood High School Little Mustangs Preschool is a collaborative effort between the Friendswood ISD Education Foundation, district administration and Friendswood High School Ready, Set, Teach teacher. High school students are partnered with a classroom teacher at one of FISD's elementary, intermediate, or junior high campuses. Sixteen high school students were selected to be the preschool teachers through an application and interview process. The district began the work to transition an existing space in the high school into a preschool classroom along with an outdoor space for an age-appropriate playground. Little Mustangs Preschool officially opened its doors to 14 in the fall.



2023 Outstanding Achievement Award Finalists

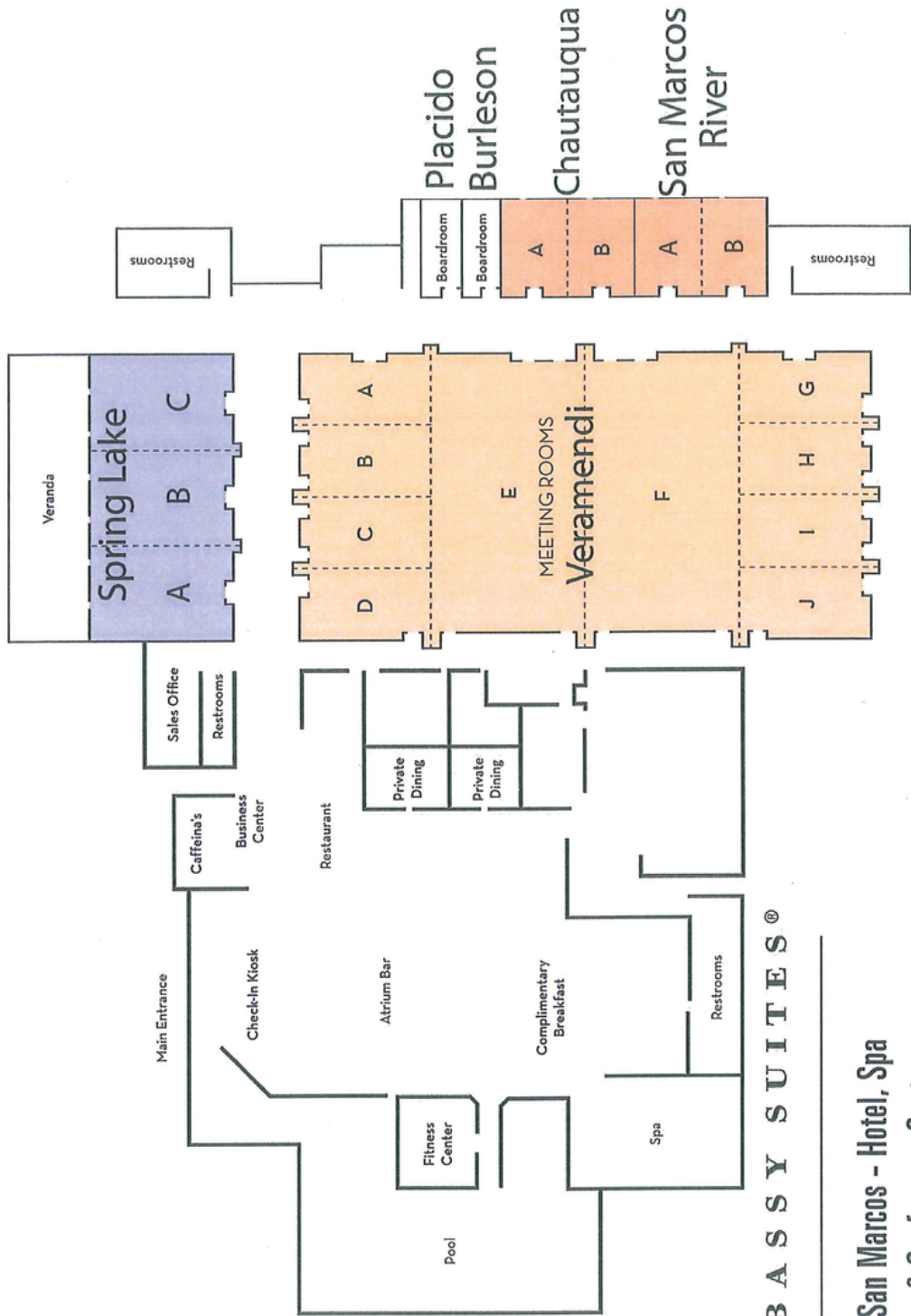


The Round Rock ISD Partners in Education Foundation created the Resource Boutique during the start of the pandemic when two other non-profit organizations in the area were no longer able to fulfill their missions and meet the needs of Round Rock ISD students. Working with the district, two portables were transformed to a full service, one-stop shop for social workers. The purpose of the boutique is to provide immediate access to emergency service products such as family food boxes, water, hygiene kits, school supplies and Happy Birthday bags in support of our homeless and foster care children. The Resource Boutique also provides service to students on free/reduced lunch programs and other students with financial needs.

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