

Special PEJE Development
Track at the SSDSA Biennial—
Open to Biennial Participants
as well as leaders from other
Jewish day schools!

Beyond the Usual Suspects: Vision, Strategies, and Tactics for Your Annual Campaign

Sunday-Monday, December 10-11, 2006
Renaissance Boca Raton Hotel, Boca Raton, FL

When? Sunday, December 10, 2:00 pm through Monday, December 11, 5:00 pm

Who? Biennial participants as well as leaders from other Jewish day schools

What? A multi-session series dedicated to steering your school's development program through the three critical functions: Vision/Mission, Strategic Considerations and Tactical Initiatives

Why? You'll learn from experts, including Rae Ringel, Herb Tobin, Josh Elkin, and Harry Bloom, and take home tangible skills and approaches to strengthen your school's annual campaign.

How? Register through SSDSA if you are attending the Biennial. Those attending the PEJE track only can register online at www.peje.org.

This series will address key steps in implementing a successful annual campaign, including:

- Why Day Schools Are Important for the American Jewish Community's Future—Why Are They Worthy of Support?
- Taking the Message and Making the Case for Your Day School
- Understanding Who Your Constituencies Are and How to Reach Them
- Using the PEJE Day School Peer Yardstick™ Data to Create a Development Strategy
- Major Gifts Solicitation Training
- Events: Fundraisers or Friend-raisers?
- Understanding the Roles of Volunteers and Professionals

In addition, participants will have the opportunity to become part of a PEJE Community of Practice for development professionals, offering an opportunity to build peer relationships, learn from other professionals, and share best practices.

Participants in the PEJE Development Track—both SSDSA attendees and participants from other day schools—are expected to attend all sessions in this series.

For more information, contact Dr. Elaine Cohen/SSDSA 646-519-9211 cohen@uscj.org or Mark Blechner/PEJE 617-367-0001 x144 conferences@peje.org.