



## A New Format for the 2012 CCEF Annual Conference –

# Education Foundations

## The New Imperative for Public Schools

Identical one-day programs now offered in two separate convenient locations

To download a registration form access the Consortium website at [www.cceflink.org](http://www.cceflink.org)

### February 14, 2012

8:30 a.m. – 2:30 p.m.

#### Stanford University

Oak Lounge, 2<sup>nd</sup> Floor Tresidder Union

Reserved parking and shuttle will be available  
(information sent with registration confirmation)

Presented in partnership with Precourt Energy Efficiency  
Center (PEEC) at Stanford University

### February 16, 2012

8:30 a.m. – 2:30 p.m.

#### Doubletree Hotel

Anaheim/Orange County

Huntington, Grand Ballroom

100 The City Drive South ♦ Orange, California 92868  
Close to the intersection of I-5 and Highways 57 & 22

### 2012 Annual Conference Program

- 8:30 – 8:45 a.m. Welcome & Opening Remarks  
**CCEF's Launches Regional Networking Initiative**
- 8:45 – 9:15 a.m. **Fiscal Forecast - When Will the Storm Clouds Pass?**  
The state of the budget and public school finances and what that means for LEFs
- 9:15 – 10:30 a.m. **Three Key Trends That Will Impact LEFs in 2012**
- ▶ **The Pressure for Equity & Equal Access**  
Understanding implications of the ACLU lawsuit (Free Means Free)
  - ▶ **Using LEFs as the Primary Funding Mechanism for Infrastructure**  
District policies to channel personnel and program funding through LEFs
  - ▶ **Being an Advocate without Becoming Politicized**  
Staying legal and tax compliant when asked to endorse or support major tax measures, ballot propositions, and grassroots advocacy campaigns
- 10:30 – 10:45 a.m. Break
- 10:45 – 12:00 p.m. **It's All About Relationships, Messaging & Marketing**  
Creating persuasive themes and using new techniques to reach target audiences for giving and support. Collaborating effectively with PTAs, parent and community groups, and boards of education over fundraising, governance, and priority setting
- 10:45 – 12:00 p.m. **Ten Steps to Getting Organized (*Special breakout session for start-up LEF leaders*)**  
Basic organizational tips for new LEFs or dormant LEFs that are reactivating
- 12:00 – 1:00 p.m. Luncheon & Table Talks:  
**Sharing experiences on issues & common concerns with like-sized LEFs**  
Table Topics Include: Executive Directors; Administrators; New Foundations, Encouraging Wellness; Green Projects; Promoting Sustainability; Focusing on Summer School & Sports; Advancing the Arts; Alumni Outreach; Building Endowments. .  
(Contact CCEF if you have additional round table discussion topics)
- 1:00 – 1:15 p.m. 2012 Apple Awards Presentation (*Models of Best Practices*)
- 1:15 – 2:15 p.m. General Session Keynote Address: (*Kay Sprinkel Grace*)  
**Demanding Times & Shifting Paradigms**  
**Insights into what works and what doesn't in a New Era of Philanthropy**
- 2:15 – 2:30 p.m. Closing Remarks: **Staying Connected Through CCEF**
- 2:30 – 3:00 p.m. **For Members Only:** A continuing conversation with Kay Sprinkel Grace