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## California Consortium of Education Foundations

November 21, 2009

# "Creating Opportunities Building Strong Foundations"

### CCEF Annual Conference

December 8-9, 2009

Wyndham Hotel San Jose

1350 N. First Street, San Jose, CA



**Dear susan,**

Don't miss this unique opportunity to network with your colleagues with educational foundations from across California. The CCEF Annual Conference is designed to give veteran foundation leaders new insights and techniques while helping school board members, administrators, and community leaders create strong foundations to support education in these difficult economic times. You can join us at a pre-conference session for veteran foundation leaders and to participate in one of two strands the next day: a full agenda of workshop and networking opportunities or an intensive one-day workshop on how to create or re-activate your foundation.

### **A Nuts & Bolts Pre-Conference Workshop!**

*Registration fee is \$75 for members, \$100 for non-members*

**December 8, 2009**

1:30 p.m. to 4:30 pm

### **"Expanding Your Toolbox for Success"**

Based on requests from foundation leaders, CCEF has created the following three hour training. Gain insights and practical tips from experts on positioning your foundation to create opportunities. This interactive capacity-building workshop is a must for experienced foundation leaders.

- **Growing and nurturing relationships with individuals and businesses**
- **Crafting the right message to position and brand your foundation**
- **Identifying/connecting with potential supporters and community interests**

**December 8, 2009**

5:00 to 6:30 p.m.

### **CCEF Reception for Foundation Leaders**

Conference and pre-conference attendees & guests are invited to attend. Reception is included in registration fee for pre-conference workshops. Cost is \$20 per person for all others not attending pre-conference workshop.

Special thanks to our conference sponsorship partners:

**EVEREST and DIRECTV**

## **ANNUAL CONFERENCE**

Thursday, December 9, 2009 Wyndham Hotel San Jose

8:30 a.m. to 4:00 p.m.

**Registration Form**

**STRAND ONE**

**December 9, 2009**

8:30 am to 3:30 pm

## "Education Foundation Fundamentals"

This intensive one-day workshop is for local education foundation leaders that are starting or are part of a new or reviving local education foundation. Many established foundations also use this workshop as training for new board members or when considering a new direction for their foundation.

### Topics include:

- Organizing your group
- Legal & financial issues
- Recruiting & developing your board
- Politics and the LEF in the community
- Overview of LEF programs & fundraising

The workshop includes an opportunity to develop action plans and a chance for individual consultations. Fee: \$130 for CCEF members; \$200 for non-members. Includes CCEF foundation notebook, breakfast, lunch, end of day event and reception. There will be a special discounted group rate to encourage team attendance! Call the CCEF office for details.

### **STRAND TWO**

**December 9, 2009**

8:30 a.m. to 3:30 p.m.

## CCEF Annual Conference

### Opening General Session

- Overview of California's Foundation Movement
- Panel Discussion on Lessons from the Field
- Update on Legal Trends and Financial Issues

### Morning Skill Building Sessions

- Fundraising Ideas That Work!
- Success Stories in Using Social Media
- Creating a Plan for Planned Giving
- Developing an Effective Board

### Luncheon General Session

Facilitated table-top discussions, Apple Awards & Corporate Partner Recognition

Luncheon Keynote Address

### "Looking at California's Current Fiscal and Political Landscape"

Kevin Gordon, President, School Innovations & Advocacy

### Afternoon Peer-to-Peer Problem-Solving

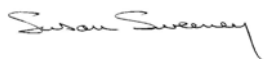
Discuss issues of common concern with your peers statewide. By LEF request, the 2009 groups will be built using annual revenue & peer communities (single site, K-12 district, elementary, high school, county and other).

### Networking reception

*Registration for Strand #2 is \$100 for members and \$150 for non-members*

I encourage you to attend this practical, information-packed program. To register simply log-on to our web site at [www.cceflink.org](http://www.cceflink.org) and click on the registration link. Thank you for everything you do to support public education and I hope to see you in San Jose!

Sincerely,



Susan Sweeney

California Consortium of Education Foundations

**Register Today!**

**For Registration Forms [click here](#)**

**MAKE YOUR HOTEL RESERVATIONS TODAY!**

Call The Wyndham Hotel San Jose at 408-453-6200 and identify yourself as a CCEF conference attendee for the special room rate (\$99 plus tax - single/double). Reservations must be made by November 23, 2009.

The Wyndham offers complimentary parking and shuttle transportation to and from the San Jose International Airport, located one mile from the hotel.

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