

NOVEMBER 2006

Welcome to *KAIRS Today* 2006-07.

This is the monthly electronic newsletter of the Kansas Association of Religious and Independent Schools (KAIRS). *KAIRS Today* is sent as a service to KAIRS members across Kansas. Each issue will also be available on the KAIRS Web site at <http://www.kairs.org/>.

Our goal is to keep you informed about legislative, regulatory and national news, and educational issues. Please look for this between the 20th and 25th of each month. Contact Corey Reese, editor, with questions or concerns – crkairs@yahoo.com.

We pray for a happy and blessed Thanksgiving for all our members.

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PUBLIC POLICY UPDATE: KSDE APPOINTS LIAISON FOR NON-PUBLIC SCHOOLS

Exciting News! After years of working on this development, we are happy to report that Staci Warren has been appointed as Coordinator for Educational Alternatives for the Kansas Department of Education. She will act as our liaison with KSDE. We hope to feature her in next month's *KAIRS Today*. We are thankful to all who have worked towards this appointment. We look forward to the benefits of this new opportunity for KAIRS school to communicate and partner with KSDE.

NOVEMBER MEMBERSHIP MEETING

Attorney Steve Brown Provides Insights in Charitable Gifting

In the continuing focus on the various aspects of Development for our schools, Steve Brown, the founding attorney Vogel & Brown, provided KAIRS members with helpful insights specifically in the area of charitable gifting and how to find and develop relationships with major donors.

Rather than give a prepared talk, Mr. Brown, who has more than 20 years in estate planning and gifting, invited the attendees to provide topics that were challenging to them. Then, for the next hour, a lively discussion ensued.

“The biggest pitfall I see in the charitable giving arena is that you don’t know how to identify your target market. You don’t know your donor profile,” explained Mr. Brown. “Please don’t waste your time learning strategies. Your job is to learn about your donors. ‘Don’t tell me how the clock works – all I want to do is tell time.’ Eighty percent of your giving is going to come from 20 percent of your donors.”

Mr. Brown’s first recommendation was to identify 20 major donors. He indicated that CPAs, financial planners, or lawyers within the school community might be able to help identify these givers – without disclosing confidential information.

“Pick your top 20 potential givers and then find out who they trust. That’s what your Development Officer should be doing - finding people in the community who have relationships with these folks,” he said. “Go and talk to these people – ask them if they could help you talk to these donors.

He continued. “When approaching a donor, it should be a person who has the best relationship with the potential donor. That’s the key to success. The development officer should not be doing the calling on the donor, but rather identify who has the best relationship with those top 20 prospects. Then – get to know those who donate. Respect their privacy. Some like to be anonymous. Some like notoriety. Let the team member - the person who has the relationship – be the liaison and find out what it is that pleases these people.”

In addition to knowing who might give your school a gift, it is important to know when you would like the gift. Mr. Brown suggested three different times: at the giver’s death, for the future, or for present needs. In the next 10 years, he indicated that 32 trillion dollars will transfer parties in the United States.

In regard to the first category (at death), many of these donors give because of what he referred to as “social capital.” Five percent of the US population could give over 4 million dollars as a married couple and 2 million dollars if single. “The biggest gifts will come from people who don’t have a charitable bone in their body. I tell them as their advisor that they have too much in their estate and if they don’t give some of it away, their loved ones are going to have the privilege of writing a check out to the

IRS,” Mr. Brown said. “I ask them if they would consider a strategy where they choose the charitable organization that matches their values and help them avoid the taxes.”

The second time of giving – in the future – might involve a donor with a highly appreciated piece of property or a very strong stock portfolio. Mr. Brown explained, “I would ask, ‘Would you be willing to look at something that would save you from giving 20 – 25 percent to the federal or state taxes?’ This option helps them avoid capital gains tax.”

For the third area of “giving now,” Mr. Brown recommended working with donors to create excitement through matching gifts. He likes the idea of having one or two big donors provide incentives to other by making a matching gift challenge.

To better understand the likes and dislikes of donors, Mr. Brown suggested inviting a panel of donors to a meeting and asking them questions in regard to their giving.

Additionally, Larry Daugherty, Head of School for Maranatha Academy in Shawnee, explained that when his school receives an undesignated gift, they split it among various accounts. He said, “For example, we might divide it in the following manner: 80 percent goes to Operations or General Fund, 10 percent to Endowment, and 10 percent to Capital Improvements. A school could establish different percentages to meet its needs / goals. The idea is to use these gifts not only for current needs but to steadily build the endowment and capital funds.”

The second unique aspect of the Maranatha corporate or major donor program is that it stresses a “partnership” with their donors. From the donation, they place ads for the donors in their various publications. They also might put their names on office or gym banners, list the donor on an event program and/or feature the company or individual in the development publication or campus monthly newsletter. *(Editors note: Dr. Daugherty has provided a copy of their 2006-07 Corporate Partner brochure and I would be happy to forward a copy to anyone who is interested.)*

KAIRS Business Meeting

The Annual Meeting theme is “KAIRS – Schools of Transformation.” It will be held at the Ramada Inn in Topeka, February 12 and 13. Information regarding rooms and registration will be forthcoming.

(Thanks to KAIRS Secretary, Bill Dieckhoff, for his excellent minutes of the meeting, which greatly helped in the writing of this article.)

NEW TECHNOLOGY INTRODUCED AT NOVEMBER MEETING

KAIRS Members Attend November Meeting Via Internet

Two KAIRS members joined the recent November membership meeting via the Internet! With the help of Marratech software, both Tim Rundle, principal, St. John's Catholic School in Hanover and Corey Reese, KAIRS public relations director, attended the meeting through conferencing software. We hope this will become a regular feature for future meetings. If you are interested in attending a meeting in this manner, please contact Corey Reese prior to the meeting. Many thanks to Nick Compagnone and his staff member, Bob D'Andrea for their guidance and assistance!

ANNUAL MEETING – EXCITING SPEAKERS SCHEDULED **Kansas Commissioner of Education to speak**

The year, the theme of our Annual Meeting, February 12 – 13 will be "KAIRS - Schools of Transformation. The focus of the meeting will be to identify how our schools are part of the educational challenges of the 21st Century. Sessions will cover topics that include school mission, accountability and communications.

Bob Corkins, Kansas Commissioner of Education, will address the KAIRS membership on educational reform and transformational leadership. We also will have Philip P. Kerstetter, Ph.D., President and CEO, of Kansas Wesleyan University. Dr. Kerstetter was appointed the seventeenth president of Kansas Wesleyan University in 2002. He will discuss the impact of faith-based institutions of learning.

Next month please watch for registration information.

KAIRS CENSUS FORMS AVAILABLE ON WEBSITE

Each year, KAIRS conducts a census of its membership and compiles it in a printed profile. The census forms are NOW AVAILABLE on the KAIRS website, www.kairs.org, as both PDF file and word documents. You may either fax them or email the word document to Nick Compagnone, KAIRS President. We are still missing a few census forms. Please return them asap.

KAIRS DISTINGUISHED TEACHERS 2007 – FORMS AVAILABLE ON WEBSITE

The Distinguished Teachers Awards are one of the most important activities KAIRS engages in each year. Our teachers are the foundation of the excellence that all our schools strive to provide. Please begin to think

about which one of your teachers deserves to be recognized for his or her outstanding contributions to your school and students. If you've attended the KAIRS annual meeting Hall of Fame banquet, where these teachers are honored, you know what a blessing these individuals are to all of us.

FORMS ARE NOW AVAILABLE ON THE WEBSITE, www.kairs.org.

Nominees should be sent to Shelli Kadel. Lutheran Schools nominees are to go to Pam Nummela . All nominations are due December 2.

We feature the Distinguished Teachers in our Annual Report and on the KAIRS Web page and need a photo of each teacher. When submitting a photo of your winner, please take an excellent, digital close-up from the neck up, with a neutral background. Either color or black-and-white are fine, and please send it as a jpeg file to Corey Reese at crkairs@yahoo.com.

Remember to look for the submission forms on the website. You will be able to download the Distinguished Teacher form as a PDF or word document.

IMPORTANT 2006-07 KAIRS DATES

Feb 12-13: Annual Meeting, Topeka

KAIRS 2006-07 OFFICERS

President: Nick Compagnone, Salina Catholic Diocese

Vice President: Pam Nummela, Bethany Lutheran School, Overland Park

Secretary: Bill Dieckhoff, Holy Cross Lutheran School, Wichita

Treasurer: David Swank, Trinity Academy, Wichita

Annual Meeting Secretary: Shelli Kadel, Wichita Friends School