

New England Dollars for SCHOLARS®

A Division of Scholarship America®



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From Scholarship America

New Chapter Logos: Every New England chapter should have an electronic copy of the new logo, one in black/white and one in color. The sets were emailed before June 30. If you don't have yours, or it has been lost in cyberspace, let the regional office know and we will re-send it.

Dollars for Scholars Products: Two new items have been added to the product list — a tote bag and

business card magnets. Check all the items out on the Chapter Portal.

Chapter Portal: The number of New England chapter volunteers registered to use the Portal continues to rise. We encourage all chapter officers and committee chairs — at the minimum — to register for the Portal. Every resource available in print is on the Portal as well as all required reports.

Not sure if you're registered? Contact us at the regional office.

Reporting Incentive: Again for 2008-2009, Dollars for Scholars will have a drawing for one of four \$500 scholarships. To be eligible, your chapter must complete and send in all paperwork and fees by March 1, 2009! Last year New England had a lucky winner — CSF of Westfield (MA). Don't miss out!

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Recipient Lists Due October 1, 2008!

Yes, the due date is just around the corner! October 1st is almost upon us.

Chapter treasurers should have received the paperwork from the National Office as well as attached to an email from the regional office in

early summer. The Recipient List is also available on the Chapter Portal.

Please don't forget to include the demographic data on your reports. That information is very helpful to the regional and national offices.

Thanks to all of our chapters that have already returned their lists. For the past 8 years, we have had 100% of our chapters return these lists — the only region in the country to do so! We're counting on another great year.

Chapter Update

Welcome to our newest chapters:

Brockton Dollars for Scholars (MA)

Vermont Educational Opportunity Program (VT)

Regional Board

Matt Acheson
AXA Advisors, LLC

Judy Burrows
*New Hampshire Charitable
Foundation*

Jay Landers
Kraft Foods

Debbie Lingos
Business Consultant

John Bilafer
Town of Arlington

Kevin Garganta
Bristol Community College

John Harney
*New England Board
of Higher Education*

Sam Hyman
Business Consultant

Jim Miller
Brown University

Marie O'Malley
Sallie Mae, Inc.

Tom Ruggiero
AXA Advisors, LLC

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Dear Friends,

Fall is just around the corner and chapters are gearing up for another year. Without a doubt, this coming year your chapter awards will mean more than ever due to the changes in the financial aid industry.

Many families in your communities found themselves scrambling just a few short weeks ago when long time federal and private student loan providers simply stopped offering loans for 2008-2009. Our Collegiate Partners were also scrambling when semester bills were due and parents discovered, often quite suddenly, that their expected loans had evaporated. The good news is that the dust has settled a bit. The National Association of Student Financial Aid Administrators (NASFAA) reports that the scramble for loans has concluded reasonably successfully.

While most students and families will continue to use loans to help pay for postsecondary education, in the Dollars for Scholars world "loan" is still a four-letter word. Your chapter awards certainly won't solve your recipients' problems navigating the changing financial aid landscape. Still, your chapter is helping local students graduate with less debt. The average scholarship in New England is at an all-time high of \$1,396. Should we be complacent? Is it enough? I wish I could say that it is, but it isn't. With average student loan debt exceeding \$19,000 at graduation (*Chronicle of Higher Education*, September 5, 2008), most chapter awards help just that first year. After that, as costs increase, so will loan debt increase.

In addition to the concerns with the student loan industry, a new wrinkle has developed that affects your recipients attending our country's top institutions. Many of these institutions have reduced or eliminated loans in their financial aid packages based largely on family income. Suddenly the rules have changed again – with limited or even no loans in a financial aid package, how will these institutions treat your chapter awards?

To address this issue, we have assembled a panel of financial aid and admissions professionals for our 12th Annual Chapter Workshop. Come and hear representatives from Amherst College, Clark University, Worcester Polytechnic Institute, College of the Holy Cross, and Brown University. Look for registration information in this newsletter. See you there.

David W. Duncan, Executive Director

Collegiate Partners Corner

The Collegiate Partners Reenrollment process is in full swing. Every New England Collegiate Partner (110) has been contacted and their materials are due back to Scholarship America by **October 31st**. Our success will be reflected in the *2009 Collegiate Partners Directory* due in winter 2009.

Honoring Dr. Irving A. Fradkin October 16, 2008, Providence, RI

YOU ARE INVITED!!!

Scholarship America hopes our chapter volunteers will share in honoring Dr. Irving Fradkin, Founder of Dollars for Scholars, in a celebration of his 50 years of vision, service, and leadership.

On Thursday evening, October 16 join us at The Westin Providence in Downtown Providence, RI. Cocktails will begin at 6:45 p.m. with Dinner and Program following at 7:15 p.m.

Dr. Fradkin started Dollars for Scholars with \$1 donations from members of his

community, Fall River, MA. In the original spirit of Dollars for Scholars, please consider a gift of \$1, \$5, \$10 or more for each of the 50 years his vision has made student success possible.

To register for this occasion, or to make a donation in honor of Dr. Fradkin, go to the Chapter Portal to download the form. Mail the completed form to Scholarship America, Attn: Advancement, 1550 American Boulevard East, Suite 155, Minneapolis, MN 55425.

Directions to College of the Holy Cross

Go to www.holycross.edu for directions from your starting location. Be advised that at the bottom of the exit ramp from Rt. 290 East, drivers must move over to the extreme right lane immediately and then make a sharp right hand turn. Proceed up the steep hill to Gate 7 and turn left through Gate 7. (When exiting the ramp from Rt. 290 East, do not go straight through the traffic light.) The Hogan Campus Center is the second building on the left. Parking is to the right of the Center. Enter through the double doors where you will be on the third floor. We are meeting on the fourth floor. The stairs are immediately to the right of the entrance. Elevators are deeper in the foyer, to the right. Registration is on the fourth floor in

Second Annual Online Auction

The second annual online auction is now a “wrap”. The event raised \$11,134 in gross revenue, incurred \$4,154 in expenses (that includes the proceeds distributed to participating chapters), and the region netted \$6,981. Thanks again to all who joined in as donor and/or shopper. Plans for the Third Annual Online Auction are underway. Stay tuned . . .

2008 – 2009 Chapter Calendar

September 1	Chapter Kick-off Mailing to Chapter Presidents
October 1	Chapter Recipient Lists for 2008 – 2009 Due
October 16-17	Scholarship America National Board of Trustees Meeting, Providence, RI
November 15	12th Annual Chapter Volunteer Workshop, College of the Holy Cross, Worcester, MA
December 15	Community Volunteer Service Award Program Opens
December 31	Dollars for Scholars Fiscal Year Ends
January 15	Chapter Year-End Materials Mailed to Presidents and Treasurers
February 15	2009 Collegiate Partners Directory mailed to Chapter Presidents
March 1	2008 Year-End Reports and Fees Due
March 15	Community Volunteer Service Awards Program Closes
April 15	Golden Tassel Award Nominations Open

The Chapter Recipient Lists Are Due At the Regional Office by October 1, 2008.

Workshop Registration Form

Mail this form to New England Dollars for Scholars, 51 Main Street, Suite 2, Stoneham, MA 02180 along with \$40 for each registrant. Everyone will receive an email confirming receipt of their registrations.

Name _____ E-mail _____

Mailing Address _____

Chapter Name _____

Phone _____

Name _____ E-mail _____

Mailing Address _____

Chapter Name _____

Phone _____

**Help New
England Dollars
for Scholars save
time and money
by receiving the
newsletter by
email in PDF
format.
Just email Lynne
Zervas with your
contact
information.**

Lynne's Lines

I've said before, and it bears repeating, that the chapter recipient lists are my favorite annual report. They reflect your chapter's individual successes. They reflect your chapter's dedicated volunteers. They reflect your pride in the students you are supporting. They represent the culmination of another year's hard work. So congratulations to all of you, as you launch a new work year, on the successful year just past.

As you know, New England Dollars for Scholars is holding its 12th Annual Chapter Volunteer Workshop on Saturday, November 15, 2008, once again at College of the Holy Cross in Worcester. We have assembled a very strong representation of Collegiate Partners to help all of us understand what the changes in the financial aid industry mean to us — and to them. The planned panel discussion will prove to be very interesting indeed! We

encourage every chapter to send at least one representative to soak up the ideas, information, and enthusiasm that characterizes our workshops.

As you kick off your new season, don't hesitate to call on the regional office to offer support, advice, or anything else your chapter might need to ensure another good year. We love to hear from you.

Lynne P. Zervas
Director of Chapter Support Services

Regional Board of Directors

New England Dollars for Scholars held its annual meeting on Friday, September 19th at the regional office in Stoneham, MA.

We are pleased to announce that Tom Ruggiero of AXA Advisors, LLC has assumed leadership of New England Dollars for Scholars as Chair of the Regional Board. Marie O'Malley, Sallie Mae, has accepted the role of Board Secretary and Jay Landers, CSF

of Wakefield (MA), is continuing as Board Treasurer.

In addition, the Board of Directors elected Matt Acheson, also of AXA Advisors, to join them in serving Dollars for Scholars and Scholarship America.

Heartfelt thanks to Judy Burrows for her leadership these past three years. Appreciation to our new board leadership, and a hearty welcome to Matt Acheson!

Volunteer Outreach

Volunteer Retention.

Has your chapter noticed a trend of losing volunteers? If so, the start of the academic year might be the right time to focus on the reasons why. How can you start to pay attention to this trend? Keep records on the volunteers you have. Collect basic data like date of birth, gender, address, start date, committee assignments, officer positions. As volunteers leave your chapter, talk to them about their reason for stepping aside and update the record

to include departure date and reason for leaving. After just a few years, your chapter should be able to determine if there is a specific reason for the attrition. More importantly, your chapter can take steps to remedy problems that are recurring. Since you are investing time and resources to bring the right volunteers into the chapter, you want their services to bring long-term value to your organization.

Has your chapter often wondered what to include in your board

member handbook? Dollars for Scholars recommends that each new chapter board member receive a handbook that contains a current board agreement, descriptions of all officer/committee positions, a conflict of interest statement (to be signed/filed annually), Scholarship America's mission and vision statements as well as those of your chapter, an annual calendar of chapter events and Dollars for Scholars deadlines, the roster of chapter volunteers, a history of your chapter, and a copy of your chapter's Bylaws.

Fundraising Tips

Does your chapter give donor recognition gifts? This is a strategy that chapters use to thank donors and bring visibility to the chapter at the same time. Some chapters give every donor a personalized magnet that is slipped into the thank you correspondence. Others tailor thank you tokens according to the size of the gift and choose among bumper stickers, window decals, magnets and the like. These kinds of items are easy to mail and will keep your chapter visible long after your fundraiser is history. Every chapter has a personalized logo to make it easy to work with local companies that produce a wide variety of tokens. Can't find that logo? Contact the regional office.

Is your chapter reaching out to college graduates who are also chapter award recipients? If not, now is the time to start building a lifelong relationship. Follow the local newspaper for graduation announcements. Update your recipient database accordingly. Send a congratulations note along with a chapter token such as a magnet. Invite them to expand involvement with your chapter as a volunteer/donor, or encourage them to support the Dollars for Scholars chapters they encounter in the future. Then solicit each former recipient annually to keep mailing addresses current and generate annual financial support.

11th Annual Chapter Volunteer Workshop

COLLEGE OF THE HOLY CROSS - NOVEMBER 15, 2008 - REGISTER - JOIN THE FUN!

We are very excited about our plans for this year's Chapter Workshop! **The College of the Holy Cross will once again host our Saturday event.** The day begins with Continental Breakfast at 8:30 AM and ends at 3:00 PM. **This year's workshop has several special features.** Our plenary session will be a panel discussion of the newest financial aid trend of reducing or eliminating student loans in financial aid packages and how this policy will affect our chapter awards.

After the plenary session, we will have the following small group sessions:

- * Keeping Up With Changes in Financial Aid: Continuing the Discussion — Presenter: Panelists from Amherst College, Brown University, Clark University, College of the Holy Cross, and Worcester Polytechnic Institute In this session, the five panelists will talk in a smaller group setting with chapter volunteers who want to explore issues and ideas from the plenary session
- * Building and Sustaining a Strong Chapter: Duplicating Success — Presenter: P-L Schroepfel, Executive Director, New York Dollars for Scholars and Volunteer for Dollars for Scholars of Taconic Hills (NY). P-L will share the strategies and practical characteristics of the very successful chapter that serves her local students.
- * Chapter Assets in a Volatile Economy: \$750,000 and More — Presenter To Be Determined. The person we select will address the concerns of our larger chapters in taking basic precautions to protect chapter assets, stay focused on generating sufficient revenue from investments to support the overall chapter mission, and still sleep at night.
- * Scholarship America's Future: Looking Ahead to 2013 — Presenter: Donald Lassere, Vice President Programs, Scholarship America. Donald will share with chapters how Scholarship America's long range strategic plan will affect the work at the Dollars for Scholars grassroots level.
- * Chapter Nightmare: So You Think You Have a Problem — Presenter: David Duncan, Executive Director, New England Dollars for Scholars. David will present a case study that reflects the most common chapter issues and challenge volunteers to develop viable solutions to those issues and challenges.
- * Chapter Assets in a Volatile Economy: Under \$750,000 — Presenter To Be Determined. The person we select will address the concerns of our small and medium chapters in taking basic precautions to protect chapter assets, stay focused on generating sufficient revenue from investments to support the overall chapter mission, and still sleep at night.

We strongly encourage you to bring additional volunteers from your chapter so that you can make the best use of the varied sessions and networking opportunities. **The registration fee of \$40 per person includes Continental Breakfast, Lunch, and all materials.** The program begins at **9:15 AM.**



51 Main Street, Suite 2
Stoneham, MA 02180

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www.scholarship-america.org/newengland

Come One! Come All!

Your chapter year is in full swing now! It is the perfect time to send a delegation to our **12th Annual Chapter Volunteer Workshop** on Saturday, November 15th at College of the Holy Cross from 8:30 AM to 3:00 PM. We have something for every chapter – whether yours has a large board or a small board, has been in operation for several decades or just joined Dollars for Scholars, has lots of assets or only a few thousand dollars, is struggling to stay viable or is solid and productive, is looking for new ideas or wants to share its successes – we know you'll find the day valuable. Registration forms and workshop details are inside!