

New England Dollars for SCHOLARS®

A Division of Scholarship America®



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From Scholarship America

Four-Star Rating. Charity Navigator has awarded Scholarship America its seventh consecutive four-star rating for sound fiscal management. This is a feat achieved by just 1% of charities. Charity Navigator is America's premier charity evaluator. Ken Berger, President and CEO of Char-

ity Navigator, praised Scholarship America, stating "This exceptional designation... differentiates Scholarship America from its peers and demonstrates to the public it is worthy of their trust."

Irving Fradkin Honored. On October 16th, at Scholarship America's Annual

Board of Trustees' Meeting, Dr. Fradkin received the First Annual Eagle Award in celebration of the 50th anniversary of the founding of Dollars for Scholars. Not surprisingly, Irv's most dedicated supporter, his wife Charlotte, was also honored. Congratulations Irv and Charlotte! And thank you.

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2008 Year-End Reports Coming!

In a few weeks, chapter presidents and treasurers will receive their year-end mailings. Keep your eyes open for them.

Each president will receive a packet containing several time sensitive materials including the Aca-

demic Support Activity Report due March 1st and the Community Volunteer Service Award application materials due on March 15th. Any overdue reports or other requirements will also be included.

Each treasurer will

receive a packet with the year-end financial report, an invoice for 2009, and a detailed checklist of required items, all due by March 1st.

The regional office will send email reminders as well.

Financial Aid Panel At the Workshop

We taped the plenary session panel discussion with the seven financial aid and admissions Collegiate Partners representatives at our Workshop last month. The video can be viewed at the Chapter Portal under "links" or directly at <http://www.youtube.com/user/ScholarshipAmerica>.

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Dear Friends,

It goes without saying, but I will say it anyway. These are very difficult financial times for everyone. In the Dollars for Scholars world, chapters are facing real challenges raising scholarship funds. Chapters with invested assets will likely have less to award in the spring. Colleges and universities are struggling to meet the needs of more students whose financial needs have increased dramatically. All of this comes at a time when Dollars for Scholars scholarships are more critical than ever.

We need to return to some of the basic tenets of our program and to realize that what we do remains critically important for the future. We are addressing the issue of family and student loan debt which is a microcosm of what is happening in the country. We are helping students graduate with less debt. Last year Scholarship America's programs gave out almost \$219 million in scholarships.

In 2007 New England chapters raised less than in 2006 but awarded more scholarships to more students in spite of the struggling economy. This year will be more difficult to raise scholarship funds. The commitment and enthusiasm that I experienced at the recent volunteer workshop reassures me that your resourcefulness will prevail yet again. Old fundraising strategies are back in style including student phonathons and asking for just \$1.00 from every resident. Volunteer interest in the Fundraising Manual distributed several years ago is on the rise — you can find it on the Chapter Portal.

With the celebration of 50 years of scholarships, we know we have a clear mission and success stories to tell. Here is Irving Fradkin's favorite — a young woman from Fall River would not have been able to attend college in the field of nursing without the help of the young Dollars for Scholars chapter in her community. She received a scholarship, completed college, and achieved her goal of being a nurse. Fifteen years later, Dr. Fradkin had a heart attack. The nurse who cared for him in intensive care was that same young woman. Dollars for Scholars helped her achieve her dream.

Most of our stories are less dramatic but just as important. With everyone worried about paying for postsecondary education, Dollars for Scholars can be a light of hope for the future. Lynne and I wish each of you a Merry Christmas and Happy Hanukah and a confident New Year.

David W. Duncan, Executive Director

College Goal Sunday, February 15, 2009

Four New England states have College Goal Sunday sites — MA, RI, CT, and ME — and NH has a similar program. Go to collegegoalsundayusa.org to find the sites in your state. Work with your high schools to help ensure students and parents in your communities can get to these sites where they will benefit from free on-site professional assistance with completing the FAFSA, get information about financial aid resources and how to apply, state-wide services, admission questions, and more.

From the National Dollars for Scholars Operations Team

Chapter Reporting Incentive: Again for 2008 – 2009, Dollars for Scholars will have a drawing for one of four \$500 scholarships to express our appreciation for on time reporting. **To be eligible, your chapter must send in all required paperwork and fees by March 1, 2009!** Last year, New England Dollars for Scholars had a lucky winner – CSF of Westfield (MA). Keep an eye on the calendar and you won't miss out. Contact the regional office if you have any questions.

Changing Your Chapter

Name: Dollars for Scholars has updated its Bylaws Amendment Form for chapters to use when it has updated its name to incorporate the phrase “Dollars for Scholars”. Specifically, the form has an additional signature line now required by the IRS when name changes are reported to them. Please note that chapters also need to send the minutes from the meeting where the name change amendment was approved. This form is available from your regional office.

Irving Fradkin Video Interview

P-L Schroepel, Executive Director of New York Dollars for Scholars, interviewed Dr. Irving A. Fradkin at his special celebration in Rhode Island in October. The six-minute video of the interview is available on the Chapter Portal under “Links”. An excellent video, it can be used to educate your chapter boards about Scholarship America's dedicated Founder. We also recommend it as an excellent motivator for boards that might need a “shot in the arm”. The video can also be a good tool as your chapter takes steps to recognize the upcoming 50th anniversary of Scholarship America. Dr. Fradkin is his usual inspirational and visionary self! Don't miss it.

New England Dollars for Scholars has a new regional website. Our site has been designed in a format similar to the Scholarship America web site.

Go to ne.dollarsforscholars.org to check it out.

2009 Chapter Calendar

December 15	Community Volunteer Service Award Program Opens
December 31	Chapter 2008 Fiscal Year Ends
January 15	Chapter Year-End Materials Mailed to Presidents and Treasurers
March 1	2008 Year-End Reports and Fees Due
March 15	Community Volunteer Service Awards Program Closes
April 15	Golden Tassel Award Nominations Open
June 1	Chapter Recipient Lists distributed to chapter treasurers
July 1	Golden Tassel nominations due
October 1	Chapter Recipient Lists Due
November 7	12th Annual Chapter Volunteer Workshop
December 15	Community Volunteer Service Award Program Opens
December 31	Chapter 2009 Fiscal Year Ends

**Keep an eye out
for your year-
end mailing.**

**2009 Reports
are due on
March 1, 2009!**

Collegiate Partners Corner

2009 Collegiate Partners Directory— The Directory will be distributed differently this year. **It will be available only electronically.** Any volunteer who needs a copy of the Directory can get it at the Chapter Portal. To be registered for the Portal, contact the regional office or Deb Fichtner at dfichtner@scholarshipamerica.org. Aren't sure if you are registered? Contact the regional office. We are confident that this change will get the Directories into the hands of volunteers more efficiently than mailing the booklets.

University of Maine at Orono— We regret to report that the flagship campus of the University of Maine system, Orono, declined to join the Collegiate Partners Program after a decade. Their explanation was two-fold — the expectation that Scholarship America's programs will continue to direct \$750,000+ in awards to students attending that campus even though it is no longer a Partner **and** \$150 is too expensive. Therefore, we caution our chapters to be careful with awards they direct to University of Maine at Orono. We are pleased to note that both the Farmington and Presque Isle campuses of the University of Maine system as well as the University of Southern Maine remain loyal Collegiate Partners.

**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

Another chapter calendar year is about to close. Just as I look forward to your recipient lists to see where your students are attending school and how many of them will be at Collegiate Partners and Matching Partners, I also look forward to your year end reports. They reflect your work for the past twelve months: your fundraisers, your support of aspiring students with mentoring programs and career nights, and your award appro-

priations to hard-working young people. In short, they reflect your dedication and tenacity.

It's been a tough year, especially for those chapters who have been watching their investments drop in value month after month. Yet, at our chapter workshop last month, our volunteers remained optimistic, dedicated to excellence, and full of great ideas and steady support for their chapter mission. It is inspiring and a constant happy

surprise to share the day with Dollars for Scholars volunteers. David and I return to our office tired but rejuvenated and focused on helping you do your great work. In truth, it is difficult to keep up with you!

As always, we are here to support you. Call or email with any questions and concerns you might have. We look forward to working with all of you.

Lynne P. Zervas
Director of Chapter
Support Services

Irving A. Fradkin and Scholarship America Archives

Did you know that the Irving A. Fradkin and Scholarship America archives are housed for public study and reference at the John Hay Library at Brown University in Providence, RI? The first semi-truck full of archives made its way to the library in 2006. A second shipment is scheduled for 2011.

The library has put catalogs and guides to the archives

online as well as Dr. Fradkin's papers.

At the recent National Board Meeting in Providence, a number of Scholarship America representatives viewed the archives with great interest and appreciation.

If you are interested in reviewing these documents, contact the regional office.

Volunteer Outreach

Support Your Committee Chairs — Don't succumb to taking your committee chairs for granted. They make a chapter president's life much easier! Make sure your committee chairs are trained for their assignments. Clarify their responsibilities. Give them historical information to put expectations in context. Ensure that former chairs have shared notes, minutes, budget information, etc. with new chairs. Be sure they meet other committee members. Follow up a plan-

ning meeting with a committee chair with a note or an email confirming what you've agreed on. Encourage the committee chair to do the same with individual members of their committees who have specific assignments. Stay in touch with notes and calls of encouragement and be sure to acknowledge their efforts and success whenever it is appropriate. They will stay loyal and motivated when they know they are appreciated.

Support Your New Chapter Board Mem-

bers — Implement a mentoring program by assigning seasoned chapter volunteers to support new volunteers. Mentors can ensure that new volunteers feel welcome at meetings. They can explain traditions or policies in more detail outside of meetings. They can be part of the new volunteer's orientation. They can join them at committee meetings to ease awkward introductions. Essentially, they can get to know new volunteers and make them feel part of the chapter and take the guesswork out of what is going on.

Fundraising Tips

Increasing Annual Gifts — Does your chapter use the same language every year in its annual direct mail campaign that reads in part " ...match or increase last year's gift of \$XXXXXX"? Have you noticed that your chapter's regular donors give the same amount every year? One way to shake things up a bit and encourage greater giving is to change your "ask language". Instead, ask your donors to consider a gift of a specific amount and use a figure that is at least 20% higher than the previous year.

Jazz Up Your Phonathon Visuals — If your chapter uses local students to do the calling during your phonathon, provide them visual and interesting incen-

tives. Ring a cow bell or an air horn every time a pledge of \$50 or more is called out. Tie a balloon to the chair of every student caller who secures a pledge of \$25 or more. Give a visual tool to help the callers stay focused on their mission — use the traditional thermometer or another symbol such as a poster of a gum ball machine with each gum ball representing increments such as \$100 or \$1,000.

Reunion Season — Assign a chapter volunteer to be the liaison with each alumni class from your local high schools. Use each reunion as an opportunity to market your chapter.



Collegiate Partners representatives who addressed Workshop attendees are, sitting from left, Lynne Myers (College of the Holy Cross), Mary Ellen Severance (Clark University), Monica Blondin (Worcester Polytechnic Institute). Standing from left are Suzanne Peters (UMass Amherst), Jim Miller (Brown University), Jennifer English (Worcester State College), and Joe Paul Case (Amherst College).



Donald Lassere, VP of Programs at Scholarship America, led the session "Eagle Eye View of Scholarship America: Looking Ahead" at the recent Workshop.



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A Successful Chapter Workshop!

Go to <http://www.flickr.com/photos/scholarshipamerica/sets/72157609458500514> to see photos of our volunteers and presenters from our November 15th Workshop. It was a full day of idea sharing for volunteers, presenters, and staff alike. Reviews for the entire day, from the plenary session to the breakout sessions to the delicious breakfast and lunch, were consistently outstanding.

It is always a treat to learn from the “troops”, and this year’s workshop was no exception.

Mark your 2009 calendar — our 13th Annual Chapter Workshop will be on **Saturday, November 7, 2009** at the College of the Holy Cross in Worcester, MA.