

# Presenter's Biography

## Bob New

*President, Mid-Atlantic Consortium of Education Foundations (MACEF)*



Bob New is a nationally recognized leader in the education foundation movement. Bob possesses a unique blend of executive, entrepreneurial, and marketing skills from the profit and non-profit worlds. His leadership experience spans over 30 years. Bob has served as president of a 17,000 member state non-profit organization and has managed multi-million dollar companies.

This dual experience as a business and non-profit leader gives him a keen understanding of what is required for an education foundation to be successful.

Troubled by declining funding of public education and the obstacles facing local education foundations, Bob founded the Mid-Atlantic Consortium of Education Foundations (MACEF) in 2005. During this time, he created a proven business model that has enabled education foundation leaders to exceed their monetary goals; developed an organizational infrastructure that places a major emphasis on recruiting skilled board members; and helped build multi-million dollar “legacy endowments.”

Bob is passionate about sharing his “*entrepreneurial philanthropy*” strategies with education foundation leaders, superintendents, educators and concerned citizens throughout the country.

## An Education Foundation more than you expect!

### ***Understand the School District-Foundation Relationship***

It is imperative the school district and foundation have an open and cooperative relationship and still maintain the separation required for the foundation to maintain their mission integrity. Statistics show the most successful foundations are where there is involvement of the superintendent and educational input from the teachers and staff. The main objective of the foundation will always be to fund innovative programs and projects the district cannot fund.

### ***A productive foundation organizational model***

A foundation should operate to be successful in a business-like manner. Core to this area will be in the establishment of an “umbrella foundation organization” to include all areas of activities (i.e. educational programs, scholarships, endowment, athletic, alumni)

### ***“Putting the Right People on the Bus”***

The major shortcoming of the vast majority of foundations is the involvement of a limited number of board and volunteer members. A “field tested” recruitment techniques, to obtain the 30-40 members is required, This includes the various types of “skilled individuals” needed. We also address their role and responsibility as a member of the foundation.

### ***Foundations are capable of raising \$100,000 to \$200,000 each year***

The “financial benchmark” for ALL foundations is to raise \$20 to \$40 per student per year, and this equates to a majority of individual foundation raising in excess of \$100,000+ per year. We will provide a foundation proforma incorporating all fundraising techniques (i.e. Giving campaigns, special events, corporate gifts etc) as we outline that this task is very obtainable.

### ***The importance of Alumni in building a “Legacy Endowment”***

In parallel development, we will show the importance of your alumni and how they can be the vanguard of building a “legacy endowment”. We will show examples how this untapped market has provided to school district invaluable resources both now and long into the future.

### ***The Education Foundation as Advocate of the school district***

Thriving education foundations do more than raise money for their districts. They are change agents and advocates. The presentation will show you how to build a grass-roots campaign that makes the general public passionate about the challenges facing education. Affordable marketing strategies will be discussed.



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