



Northwest Dollars for Scholars

Education doesn't happen by chance®

The Million Dollar Club

Northwest Dollars for Scholars (NWDS) wants to recognize the outstanding efforts of the community members from the MOUNT BAKER SCHOLARSHIP FOUNDATION, STANWOOD CAMANO COMMUNITY FOUNDATION, AND THE WASHINGTON APPLE EDUCATION FOUNDATION. All three have one thing in common: they are the newest members of the Million Dollar Club. Each has successfully raised over \$1 million dollars for scholarships in their communities!

A feat like this doesn't happen overnight; it is the result of years of working tirelessly, ensuring that the need for education is not forgotten in their communities. Through years of many fundraisers and keeping their members motivated, these chapters are a real testament to the Dollars for Scholars mission of getting more youth off to school with a little help from the community. Thank you for setting the example and giving all of our chapters something to aspire to. **We are proud** of the work you've done to garner support for higher education and wish you many years of continued success reaching that next million.

Other members of the Million Dollars Club include the VASHON COMMUNITY SCHOLARSHIP FOUNDATION, THE PUYALLUP SCHOOLS FOUNDATION and the CENTRALIA HIGH SCHOOL DOLLARS FOR SCHOLARS FOUNDATION.

Congratulations!

6th Annual Light the Fire for Education Set for May 8th



benefiting Northwest Dollars for Scholars

Thursday, May 8, 2008
6:30 - 8:00 p.m.

The Canal
www.thecanalseattle.com
Hiram M. Chittenden Locks
Ballard, WA

For more information call Northwest Dollars for Scholars at (800) 335-4512 or visit our website at www.wadollarsforscholars.org

Mark your calendar and plan to join us for our 6th Annual Light the Fire for Education reception scheduled for May 8 at The Canal at the Ballard Locks. This year we're planning for 200 guests to join us to hear from students and volunteers about the difference Dollars for Scholars has made in their lives and their communities. The event will raise funds to support Northwest Dollars for Scholars.

The title for the Light the Fire was inspired by the William Yeats quote, "Education is not the filling of a pail, but the lighting of a fire." Through this event NWDS hopes to ignite interest in and raise awareness of Dollars for Scholars and the need for scholarship funds in the Northwest region. Your invitation will arrive soon.

We look forward to seeing you there!

Chapter Fundraiser – Chapters: for everyone you invite to the 6th Annual Light the Fire for Education you will receive their entire donation - less \$20. Just make sure they put your chapter name on their RSVP form. This is a great opportunity to enjoy an exciting evening and raise money without having to do the work!

2008 Board of Directors

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This publication is written, edited and designed
by Northwest Dollars for Scholars staff.

For more information call (800) 335-4512
or email admin@wadollarsforscholars.org.

Happy New Year!



In January of each year, the newly elected Board of Directors officers begin their terms. While I am new to the role of chair, I've been on the Board for 5 years now. During my tenure, I have seen our regional area grow and the local chapters get stronger than ever. In fact, it has been my privilege to present as part of the fundraising section at many of the chapter workshops where I met some of you. I am awestruck by the dedication of so many of you have to the cause of higher education.

My goals for this coming year are twofold: to strengthen our committee structure and to increase the awareness and visibility of the Northwest Dollars for Scholars. Heightened visibility helps all of us to better do our job of raising funds for education and disbursing them to the young adults in our communities. If people know about the incredible work that all of you do and how it benefits our college-bound young adults, they are more apt to give of their time or their resources. So, look for us to work on the many aspects of that this year—and we'd welcome any thoughts or suggestions you might have.

Finally, I would be remiss if I did not acknowledge the tremendous effort that our out-going chair, Marty Daniels, has put forth in these past, challenging two years. He has built a sense of excitement and forward progress that I invite you to join. If you are interested in working on a board committee or our on our May Light the Fire for Education, please feel free to contact either Rick or Selena for more information.

Thank you for all that you do for Northwest Dollars for Scholars!

Best Wishes,

Jennifer Freimund

Jennifer Freimund



Want a Dollars for Scholars Chapter in Your Community?

More than 160 communities throughout
Washington and Oregon are helping their local
students go to college through Dollars for Scholars.

Starting a local chapter is easy and quick, and matching grant
monies may be available to help you get started.

**Call our office today and we'll help you create more scholarship
dollars for your students.**

(800) 335-4512

2008 NWDS Committees



Northwest Dollars for Scholars invites you to participate in one or more of the redesigned committees. These committees provide the foundation for everything we do at NWDS. Most of the committees meet every other month, via conference call. If you

would like additional information or would like to join a committee contact Selena Allen at selena@wadollarsforscholars.org or (425) 643-9913. Below is an outline of each committee's purpose and goals.

Chapter Development Committee

Charge: Evaluate recruitment program and on-going services provided to chapters and collegiate partners. Recommend new strategies and programs and encourage board involvement.

Goals: Oversee new program development, and to monitor and assess existing programs. Examples are:

- Facilitate discussions about program priorities for Northwest Dollars for Scholars.
- Develop Communications Program for our chapters and Collegiate Partner schools.
- Participate in Regional Chapter Workshops with NWDS staff.
- Recommend "prospects" for new chapters or affiliates.

Awareness/Marketing Committee

Charge: Assist in the enhancement of NWDS awareness/marketing programs by reviewing annual and ongoing plans in these areas and evaluating the progress and program effectiveness of such plans.

Goals: Assure that cliental are kept informed about activities within the organization and that NWDS utilizes appropriate media and technology to carry its communications. Some of the committee's responsibilities are:

- Design & recommend programs and initiatives to advance the NWDS image within the Northwest. Create functions/information which enhances public appreciation of what DFS does and increase understanding of NWDS contributions to the economy and to society.
- Act as Liaison between the Board of Directors and the media and other identified audiences, at the discretion of the Board.
- Assist in the development and transmission of public service announcements and/or press releases wherever appropriate.
- Make policy recommendations concerning development of public education and public relations activities to the Board of Directors when appropriate.

Fundraising Committee

Charge: Oversee the raising of funds for NWDS through the solicitation of gifts and other means that result in a financially stable organization.

Goals: The Fundraising Committee's job is not simply to raise money. Instead, the Fundraising Committee is responsible for overseeing the organization's overall fundraising. To accomplish this, its responsibilities are:

- Work with NWDS staff, the Director, West Coast Region, and Scholarship America to establish a fundraising plan that incorporates a series of appropriate vehicles, such as special events, direct mail, grant writing, corporate contacts, etc.
- Take the lead in certain types of outreach efforts, such as chairing a friend-raising committee or hosting fundraising parties, etc.
- Be responsible for involvement of all board members in fundraising, such as having members make telephone calls to ask for support, etc.
- Monitor fundraising efforts to be sure that ethical practices are in place, donors are acknowledged appropriately, and fundraising efforts are cost-effective.
- Implement board training on successful fundraising practices & methods.
- Share expertise and resources at Regional Workshop for Chapters.

Data/Metrics Committee

Charge: Oversee the development and implementation of a Data Collection Plan for the organization to substantiate the value of Dollars for Scholars scholarships for students and its overall impact on education. To accomplish this, its responsibilities are:

- Evaluate the impact of scholarship dollars by setting up a survey process to gather data from former recipients.
- Determine categories of data to collect and appropriate timelines.
- Establish meaningful and statistic outcomes for demonstrating NWDS' success.
- Develop a process for collecting data to support established outcomes.
- Establish an awareness campaign encouraging and explaining why chapters need to collect statistical data.
- Conduct research to identify possible funders to support this activity.
- Coordinate with Scholarship America and obtain their assistance as necessary.

Branding Helps Reveal “The Best-Kept Secret in Town”

Be honest. Have you ever said or thought that “our organization is one of the best-kept secrets in town”?

Plenty of folks in the nonprofit sector—at both the local and national levels—use exactly those words when referring to the good works their organizations perform. For some it has become a mantra.

For whatever reasons, the nonprofit sector has a tendency to undersell itself. It is either too proud or too humble, too understaffed, too involved in providing services, or too overwhelmed by day-to-day survival to promote its true value to the people and communities it serves.

Fortunately, the idea of branding is beginning to take hold within the sector. As nonprofits continue to feel increased competition for dollars—as well as for qualified staff, board members, and volunteers—they are beginning to understand how branding can help them bring clarity to their missions, strengthen their voices, and secure more funding sources on behalf of those they serve.

What follows are some insights to ignite your thoughts about how branding can help let your “best-kept secret” out.

Focus on Building Value as Well as Visibility

When we speak about creating or defining a brand, we are not simply talking about developing an attractive logo and tagline that can be slapped onto stationery, signage, brochures, and the like and, viola, we have our brand. A logo and tagline are simply the banners for your brand.

Your brand is a form of relationship building. It is your promise or covenant to those you seek to reach that says, “If you buy our products or services, or align yourself with our organization, you can expect this.”

To that end, your brand should be a true reflection of your organization’s DNA and answer the following questions:

- Who are we?
- What do we do?
- How do we do it?
- Why should anyone care enough to support us?

View Branding as a New Way of Doing Business

There are no quick fixes to creating a solid and successful brand. On the contrary, it takes a great deal of introspection, time, effort, coordination, and collaboration to come up with the branding messages that define your organization. And once you’ve defined your brand, it requires an ongoing effort to manage and maintain it.

Therefore, consider brand maintenance an ongoing commitment that needs to be incorporated into your everyday business activities rather than a campaign that you intend to focus on for a limited time only.

View Branding as an Organization-Wide Effort

Maintaining your brand should not be the responsibility of your organization’s communication and marketing units, but rather must be viewed as an organization-wide effort in which every department and business unit understands that it has a role to play.

Moreover, employees at all levels of the organization, regardless of job description, need to be made aware of the goal to raise the visibility and value of your brand, and the valuable—and valued—role they are expected to play in achieving that goal. If it helps, consider the person who answers your phone your “director of first impressions.”

Keep the Effort Manageable, Yet Meaningful

For staff in most small- to medium-size nonprofits, just keeping up with day-to-day operations can be overwhelming. Consequently, keep branding efforts within the range of what is doable.

For example, it doesn’t take much in the way of time and resources to ensure clear, consistent messaging; to educate staff about the purpose and goals of branding; and to promote your brand actively through already scheduled public-speaking engagements, events, and publications.

Promote Open Communications and Collaboration among Staff

For any branding effort to succeed, everyone needs to work in an atmosphere of open communications and collaboration so that the organization can convey clear, consistent, and accurate messages to target audiences. It also requires that everyone work toward common, rather than individual business unit, goals.

For the sake of uniformity and consistency of message, creating this atmosphere more than likely will require some centralization of the brand message-creation and delivery processes.

Educate Your Staff

Consider your board members, staff, and volunteers your best—and most cost-effective—[brand ambassadors](#). Also keep in mind that people can’t represent or promote what they don’t know or understand.

Best-Kept Secret in Town cont...

Therefore, to build employee pride and understanding around your brand, incorporate a strong educational component into your branding effort that describes the brand, underscores the importance of promoting the brand accurately and consistently, and the role each person is expected to play.

Also, make supporting and promoting the brand part of everyone's overall annual performance review. This always seems to help motivate people.

Lead by Example

Executive officers and board members need to champion your branding efforts. Leading by example demonstrates their commitment to and the importance they place on these efforts. It reinforces the message to staff that "we are working together" to accomplish the goal of raising the visibility and value of our organization.

Be Flexible and Interactive

Branding is not a static, but rather a dynamic, process. Maintain flexibility in your thinking and be open to suggestions from all parties for strengthening your brand. This will allow for better, more efficient use of resources as well as make for a more dynamic, interactive, and collaborative process that takes advantage of branding opportunities as they arise.

Live Your Brand!

Your brand reflects your promise to the public and your commitment to your staff and volunteers. If the brand that you are seeking to convey is one of an organization that is effective and efficient; caring and responsive; a responsible steward of public and private funds; and a reliable, trustworthy organization to partner and do business with, as well as to work for, then live that brand through all of your words and deeds.

Once again, your brand is only as good as the people who live it day to day. Staff and volunteers who are knowledgeable, who take pride in the brand, feel secure in their jobs, and are appreciated for the good work that they do are your best resource for keeping your organization from being the best-kept secret in town.

Larry Checco, Checco Communications

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Larry Checco is president of Checco Communications and author of *Branding for Success: A Roadmap for Raising the Visibility and Value of Your Nonprofit Organization*. To learn more, log on to www.checcocomm.net or contact Larry at larry.checco@verizon.net.



Don't Forget! Upcoming Deadlines

If you haven't received the YearEnd checklist and forms for your chapter, please contact our office at (800) 335-4512 to make sure that your chapter complies with all your annual fee and reporting obligations. Last year 80% of all NWDS chapters turned in everything on time—Let's make this year even better! As an added incentive for chapters to send their paperwork in on time, Scholarship America is offering two \$500 scholarships. To be entered in the drawing, make sure all your forms and your annual recertification fee are mailed to Scholarship America no later than March 1st.

Please complete all forms in the paper form this year. Scholarship America is still working on adding a feature to the Chapter Portal allowing chapters to submit forms online. If you do not wish to mail hard copies, forms can be sent to admin@wadollarsforscholars.org.

FINANCIAL REPORT—Mailed to all chapter treasurers and contacts. If you haven't already completed your form, please be sure to mail in the financial report which was sent to you in early January. If you have questions or need assistance completing the form please contact Selena at (800) 335-4512.

FORM 990—New 990-N: Small tax-exempt organizations whose gross receipts are normally \$25,000 or less are not required to file Form 990 or Form 990-EZ. Beginning in 2008, small tax-exempt organizations that previously were not required to file returns are required to submit an annual electronic notice, Form 990-N. This requirement applies to tax periods beginning after December 31, 2006.

NOTE: Grassroots Dollars for Scholars chapters (those who receive their 501(c)(3) status through Scholarship America®) will be included in a group return and will not need to complete the 990-N on their own, as long as their 2007 Financial Report is completed and filed with Scholarship America by the March 1, 2008 deadline.

If you are a grassroots chapter that has raised at least \$25,000 or more in the year and you want to have Scholarship America compile your Form 990 on your behalf, please be sure to return your Financial Report and include a check for \$150.

If you do not wish to have Scholarship America file this form on behalf of your chapter, you are still required to submit this form to the IRS.

ANNUAL DUES—All chapter treasurers or designated contacts received the original copy of your annual dues invoice. Please make checks payable to **Northwest Dollars for Scholars** and send to **Scholarship America** with the rest of your reports.



Chapter Chatter

News from Chapters Across Washington and Oregon

A Special Thank You

My name is Brandee and I owe my future partly to the Meridian Public School Foundation. A little over a year ago my children and I left our home due to domestic violence. I no job and nothing more than a high school diploma. I graduated from Meridian High School in 1993 and chose to get married instead of continuing my education. Over time I became a stay at home mom and loved it. But when I became the single mom of two kids, I knew I needed to do something. I knew that getting a minimum wage job in fast food or retail wasn't going to pay enough to raise two kids, so I checked into classes. I had to choose a career path that would give us a secure future. At that point I decided to try to enter the Medical Assisting program at Whatcom Community College. I was all ready to go and then because of reasons beyond my control I was unable to get financial aid. I was told about the Meridian Public School Foundation and applied. Even though I had been out of school for many years, they were still able to help me out. They covered my tuition and helped pay for books so I was able to begin classes and get on my way to a bright future in a promising career. There is no way I would have been able to begin classes without the help of the foundation. If it weren't for them I'm sure by now I would be working in some dead end job still not being able to properly care for my children. Thanks to the foundation getting me started I was able to get several classes taken and it got me to a place where I could finally get financial aid. I am now three quarters away from graduation with a degree in Medical Assisting. I am in the Phi Theta Kappa International Honor Society and look forward to the day I graduate with honors. None of that would have been possible without the scholarships I was given to move down this path. I know in my heart that my education is the key to my future and my ability to give my kids a good life. So thanks again to the foundation for the help I so desperately needed. I hope that any other person that may have attended Meridian and needs help can find their way to this wonderful resource. It has definitely had a positive impact on my life and I can guarantee I would not be where I am today if it weren't for their help. Thank you for taking the time to read my story.

Submitted by Paul Kratzig, President
Meridian Public School Foundation

College Goal gets a Head Start in Harney County

Harney County Dollars for Scholars presented their very first FAFSA workshop sessions on January 3, 2008. These sessions were modeled after the College Goal Sunday events happening all over the country, which provide guidance for students to complete the Free Application for Federal Student Aid.

Under the leadership of Harney County Dollars for Scholars' president Debbie Arntz, the chapter hosted the sessions at the local ESD. The ESD's computer lab was a great location to hold the sessions; Jennifer Satalino of the Northwest Education Loan Association (NELA) conducted the workshop online and through speakerphone from Portland's NELA Center for Student Success. As Jennifer led the students through the online process for applying for federal financial aid, Debbie facilitated the event on site where each student completed the FAFSA.

Kevin Jensen, Financial Aid Director for Treasure Valley Community College in Ontario, Oregon joined the group for the second presentation. Jennifer, Kevin, and Debbie answered situation-specific questions from students and parents and provided ideas for students to widen their possibilities for aid while in school.

Harney County Dollars for Scholars promoted this event at the local financial aid information night and in the local paper and radio station. Their event not only attracted high school seniors and their parents, but two current college students attended because they were home from school during their winter break. Debbie and Harney County Dollars for Scholars hope to host the event again next year and combine it with the other College Goal Oregon events planned for around the state.

Submitted by Carly Brown,
Oregon Community Programs Specialist

Regional Workshops

Want to bring more scholarship dollars to your students?

Need new ideas to find and keep happy and productive volunteers?

Want to learn strategies that keep chapters successful year after year?

THEN YOU NEED TO COME TO THE REGIONAL WORKSHOPS!

Join NWDS staff, board members and a seasoned panel of speakers as we bring you valuable workshop sessions tailored to meet the needs of chapters old and new. The topics selected are: **Fundraising, Volunteer Recruitment, Endowments and Policies and Procedures.**

If your chapter needs fresh ideas and a little motivation, or if you're a new chapter looking for some great ways to get started, you won't want to miss these workshops. Contact Selena at (800) 335-4512 for a registration form.

Comments from last year's workshops include:

- Excellent networking, a way to hear what has worked or not worked from other chapters.
- To hear about other chapters who have similar successes and problems was very helpful & keeps me from being burned out.
- I really learned many good points, it especially gave me a new perspective.
- Great program presented by caring, informative people.
- Your workshops are always high value, both for the presentations by professionals and the networking with people from other programs.
- The workshop was great. I gathered a lot of useful information that I can use right away.

Upcoming Workshops:

- Thursday, March 6, 2008
Mount Vernon, WA—SCAC
Topics: Fundraising & Endowments
- Thursday, April 17, 2008
Seattle, WA—Seattle University
Topics: Fundraising and Volunteer Recruitment
- Saturday, March 15, 2008
Vancouver, WA—Location TBA
Topics: Fundraising and Policies & Procedures
- Saturday, April 12, 2008
Ellensburg, WA—Location TBA
Topics: Fundraising and Volunteer Recruitment

Plus:

February 28, 2008
Triad Urban Center, Seattle, WA
Topics: **Treasurer's Workshop**

Chapter Event Calendar

<u>Event</u>	<u>Chapter</u>	<u>Date</u>	<u>Contact</u>
Dinner Down Under	West Valley Dollars for Scholars	February 21, 2008	Linda, (509) 965-3281
Lake Stevens Education Fdn Benefit Auction	Lake Stevens Education Foundation	February 23, 2008	Michelle, (425) 397-6980
Farm & Construction Collectible Toy Show	Harrisburg Dollars for Scholars Fdn	March 8, 2008	Ethadee, (541) 995-6626 x342
Golf Tournament	West Valley Dollars for Scholars	May 7, 2008	Linda, (509) 965-3281
Sixth Annual Sports Night Auction	Des Moines Dollars for Scholars Fdn	May 10, 2008	(206) 870-6527
"Tee Off" for Scholars Golf Tournament	Cle Elum Kiwanis DFS	Sept. 20, 2008	lrosefiservices@qwest.net

2007 Northwest Dollars for Scholars Donors

Thank you to all those who gave so generously in the last year to support the future:

Donors \$2,500 - \$10,000

Northwest Education Loan Association (NELA)

Ameriprise • Citibank • Pierre Enterprises • Symetra Financial • Worldclass Strategy I, LP

Donors \$500 - \$2,500

Dan Cosgrove • Martin Daniels • Jennifer Freimund • Suzanne Hittman • Senator Ken Jacobsen • Mike Madden • Lake Stevens Education Foundation • Washington Education Association

Donors \$100 - \$500

Caroline and Gregory Anderson • Loren Anderson • David Aramaki • Associated Earth Sciences, Inc. • Edna Auerbach • Bethel Education Scholarship Team (BEST) • Linda Boardman • Bobcat Foundation Dollars for Scholars • George Boulton • Doug Breithaupt • Lani Campell • Al & Christy Close • Jennifer Davies • Karen deVilla • Joann Freimund • Julia Freimund • Roger Harbin • Abril Hunt • Ken & Pat Krugel • Andrea Maison • Laura Majovski • Wayne Martin • Christine McCabe • Colleen McMonagle • Tim McSheridan • Rick Millerick • Ron Noborikawa • Kathryn Perkins • Mary Podrabsky • Richard Seeger • Cliff Stanley • Dean Towner • Roseann Ursino • Russell Whidbee • Eric Yokam

Donors \$100 and under

Bill & Stacia Bilsland • Condon Dollars for Scholars • Joyce Craig • Education Together Foundation • Christian Eggen • Kathy Ellertson • Fife High School Scholarship Foundation • Stanley Fitzpatrick • Rosa Franklin • Jeremy Freimund • Nancy Gifford • Melonie Grieser • Nancy Halvorson • Glenna Hauenstein • Pam Held • Cecil Jeannie • Howard Jorgenson • Anna Kelly • Judy Klein • Kathleen Koch • Roxanne Larson • Naches Dollars for Scholars • Christy Meltzer • Eva Mitchell • Mary Myers • Darryl & Karen Pedersen • Susan Pershall • Clayton Pitre • Gary Pollock • Rainier Education Foundation • Wendy Roedell • Laura Rutherford • Satsop Dollars for Scholars • Fred Shull • Betty Skidmore • Joan Watt • Kathi Williams • Marsha Williams

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