



Northwest Dollars for Scholars

Education doesn't happen by chance®

Chapter Anniversaries

20 Years

La Conner Community Scholarship Fdn.
Selkirk Dollars for Scholars
Vashon Community Scholarship Fdn.

15 Years

African American Dollars for Scholars
Eatonville Dollars for Scholars
Entiat Dollars for Scholars Fdn.
Fife High School Scholarship Fdn.
Mount Baker Scholarship Fdn.
Orondo Dollars for Scholars
Oroville Dollars for Scholars
Pateros School Dollars for Scholars
St. John-Endicott Coop. Schools Fdn.
Dollars for Scholars
Tenino Dollars for Scholars Fdn.
Toppenish-Wapato Dollars for Scholars
West Valley Dollars for Scholars Fdn.
(Yakima)

10 years

Bernadette Roozen-Miller Memorial
Dollars for Scholars
Boistfort Lions Dollars for Scholars
Quilcene-Brinnon Dollars for Scholars
San Juan Island Dollars for Scholars
Tyee H.S. Dollars for Scholars

5 years

ARHS Booster Club Dollars for Scholars
Klickitat Dollars for Scholars Fdn.
Lindbergh H.S. Memorial Scholarship
MLK Baptist Church Dollars for Scholars
Sumner-Bonney Lake Ed. Fdn.
Tumwater Chamber Dollars for Scholars
Washington Apple Ed. Fdn.
Waterville Schocker Booster Club DFS

New Chapters

Clarkston Education Foundation
Renton Teacher Academy DFS Fdn
South Bend Volunteer Fire Dept. DFS
West Valley Education Foundation

7th Annual Light the Fire for Education



Northwest Dollars for Scholars is proud to announce that Senator Ken Jacobsen has been named the 2009 Community Hero.

Senator Jacobsen was instrumental in starting and developing Northwest Dollars for Scholars. He also started the Community Scholarship Matching Grant Program, which provides \$2,000 grants to 100 scholarship foundations each year. His continued support of our organization is a critical part of our success.

"I truly believe that college education is a critical part to career success," said Jacobsen. "Creating and funding programs to help pay for school assists many students in achieving this life goal."

In addition to serving as Chair Emeritus on the Northwest Dollars for Scholars board he also serves as Honor Roll Trustee for Scholarship America and serves on the Bright Future Dollars for Scholars board.

The Community Hero award will be presented to Senator Jacobsen at the 7th Annual Light the Fire for Education at Salty's on Alki on May 21, 2009. The event runs from 5:00 - 7:30 with a short program starting at 6:00 pm.

Past recipients of the Community Hero Award include Steve Raible, Dick Spady and Mark Emmert.

Thank you to our Sponsors



Ameriprise Financial, Walla Walla College Foundation,
and Washington Education Association

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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 nwdfs@scholarshipamerica.org

Letter from Executive Director

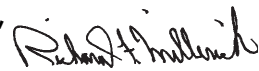
Each year, Dollars for Scholars chapters in the Northwest raise over **\$6.5 Million** in scholarship funds, which are awarded to over **3,000** students. These funds are raised through a network of local "chapters" that work creatively to raise money that becomes scholarships, which are awarded to students from within the communities they serve. That's a lot of bake sales, auctions and car washes! While most of the chapters are associated with high schools, there are also chapters representing civic organizations, community foundations and a number of other groups that support students who have the ambition to pursue postsecondary education.

Northwest Dollars for Scholars (NWDS) is pleased to announce that **Mike Madden, Vice President, Individual Life at Symetra Financial has been elected as Chairman of the Board.** We are excited about his leadership and I am confident that he will make outstanding accomplishments this year. Mike understands how important scholarship dollars are to helping students reach their educational and career goals. We are proud to have him in a leadership position for NWDS!

The NWDS regional office helps our chapters succeed while working to increase the number of new community-based scholarship organizations. Of course, the ultimate goal for our chapters and Collegiate Partners is to assist more students in continuing their education and achieving their goals. We know this is a goal we share with all of you.

I personally would like to invite you to attend our 7th annual Light the Fire Education reception, scheduled for May 21, 2009, at Salty's on Alki Beach. If you are not able to attend this event, but would like to contribute, please contact Rick Millerick at 425.894.9010, rmillerick@scholarshipamerica.org or visit our web site at nwdollarsforscholars.org and click on News & Event - Light the Fire for Education.

Sincerely,


Richard F. Millerick

Regional Conference

On Saturday, March 14th chapter representatives convened at Heritage University for the first NWDS Regional Conference. Board members learned new tools for having appropriate award policies, helping prepare students for post-secondary education, establishing endowment funds, creating a planned giving campaign, recruiting board members and enhancing their marketing campaign.

Comments from attendees included:

- * So many ideas to share with others. Enough to fill the agenda for the next meeting our two. – Deer Park
- * Great for learning what other chapter are doing for recruiting and fundraising. – Carolyn Foley
- * The conference was both inspirational and practical - Roger O'dell, Toppenish/Wapato

NWDS also took this opportunity to honor Leroy Werkhoven who raised nearly \$70,000 for the Toppenish/Wapato Dollars for Scholars by riding his bike cross-country. You can read more about his story on the Scholarship America blog.

Introducing New Board Members

Kimberle Jackson-Butler, Kimberle is the School Counselor/Coordinator for Families with Students of Color at The Bush School. She is responsible for the emotional, social and psychological well being of students K-8th grade. She has served on many committees at The Bush School including the Education Committee, Diversity Committee and the Strategic Planning Committee. Kimberle is also a Parent Board member for Holy Names Academy School in Seattle. She has served as a chair on many committees and received the Mary Hirsch Volunteer Award in 2005. In addition to her service on the Northwest Dollars for Scholars board, Kimberle also serves on the Village Spirit Center Task Force for Catholic Communities Services, which focuses on creating community opportunities through affordable housing and services. She resides in Bellevue with her husband and two daughters. Kimberle is passionate about her work and striving for safe places to raise and educate all children.

Kathleen Koch, Assistant Dean for Student Financial Services at Seattle University School of Law, has been involved in the financial aid field for sixteen years. She has a BA from University of Puget Sound and a MA in Education – Higher Education Student Development Administration, from Seattle University.

Kathleen is the President of the Washington Financial Aid Association (WFAA), on the Editorial Board of the *Journal of Student Financial Aid* for the National Association of Student Financial Aid Administrators, on the Presidents' Committee and the Graduate/Professional Committee for the Western Association of Student Financial Aid Administrators, a member of the National Association of Student Personnel Administrators and the Washington State Association of Student Employment Administrators, and an American Bar Association Associate member. Kathleen is also serving on Congressman John Sarbanes Education for Public Service Advisory Committee, recently participated in the negotiated rulemaking process for the College Cost Reduction and Access Act Student Loans Committee with the Department of Education and is a Washington State Bar Foundation Loan Repayment Assistance Advisory Board member.

Timothy Brandt, an accountant with Sonosite is new to board service. He graduated from Brigham Young University with a BS and MS in accounting.

"I joined DFS because I have a longing to make a difference in the world. Education is one of the greatest areas where a difference can be made. I was fortunate enough to have been provided an excellent education and recognize how much of an asset that education is to me and many others. I want to help people achieve their dreams and aspirations and believe that advocating education not only paves the way for people to succeed, but also makes our country and world stronger and better."

Nick Hailey, I graduated from Garfield High School in 2006, and I'm currently a junior at the University of Washington, majoring in business management. I was fortunate to be a recipient of the Dollars for Scholars award along with the Leadership 1000 scholarship which has enabled me to attend such a prestigious university free of charge.

My interest in education and helping other students lead me to the Northwest Dollars for Scholars board. Being a part of this board has demonstrated how efficient an organization can be when people come together with a goal, a purpose, and a vision. Under my tenure as the President of the University of Washington's Black Student Union, I stress those same components that have made this board a success.

Vallerie Fisher, Vallerie is active in education. For the past nine years she has worked as a Family Support Worker for the Seattle School District. Before that she worked as an Instructional Assistant at the Renton School District and owned her own child care program.

She has a BA in Education, Public Policy and Procedure from Evergreen State College, a Certificate in Child & Family Studies from Seattle Central Community College and a Certificate in Social Work from University of Washington

She is an active volunteer. In addition to serving on the Northwest Dollars for Scholars board she volunteered for Black Child Development, Washington Education Association and Seattle Education Association.

She has also been a foster and adoptive parent, guardian ad litem, and Juvenile Rehabilitation Mentor for Girls.

Retaining New Board Members

Are your new volunteers fading away after just a few months?

One way to help avoid this is by ensuring an appropriate and effective orientation of prospective volunteers. Give them a packet of chapter history, activities, finances, calendar, committees, etc. before they are elected to the chapter board.

The *Chapter Guidebook* has a sample Board Member Agreement that can set everyone's expectations right from the beginning. Clear expectations on all sides can help avoid frustration.



Chapter Chatter

News from Chapters Across Washington and Oregon

Rainier Education Foundation Auction Goes Online

Each spring, the Rainier Education Foundation (REF), a chapter of Dollars for Scholars, holds an auction to raise money for senior scholarships and teacher/classroom grants to enhance student education. Last year REF raised over \$46,000 thanks to our generous community! This year's auction will take place at Rainier High School on March 21, 2009. The silent auction will start at 3:30 PM followed by the live auction at 7:00 PM. Refreshments will be available starting at 3:30 PM.

We're also doing an online auction this year, which will be open for bidding in late February. We invite everyone to check it out and bid on some great items! <http://auctions.readysetauction.com/rainiereducationfoun/home>.

A BIG THANK YOU to our business sponsors for supporting our online auction: Rainier Chiropractic Clinic (Rainier), Today's Dental Center (Yelm), B&G Self Storage (Rainier), Shaklee/Peggy Normet (Yelm), Main Street Cookie Company (Rainier), Stewarts Meats (Yelm), and McCrea Cellars (Rainier).

REF supports the Rainier School District in Rainier, WA, in Thurston County. For more information, contact Paula Meyer at paula_green@msn.com.

Clarkston Education Foundation Helps Students Prepare for Their Future



The Clarkston Education Foundation (CEF), WSU GEAR UP and Lincoln Middle School (LMS) hosted our 4th Annual Career Fair at LMS on January 26 and 27, 2009. Over 75 businesses from the valley and beyond attended. Around 400 middle school students walked through both days interviewing a variety of business professionals (embalmer, orthodontist, emergency medical technician, WSU equipment managers, retired CIA, vocational school/college reps and many more). The students asked questions regarding required education for each career, salary ranges, what classes to take in high school/college and work conditions, among others. The LMS staff and students are working on post career fair projects such as "Career Bios" and a Career Resume to determine job shadow participants.

On behalf of all those involved, thank you to the business community in Clarkston, Lewiston and surrounding areas for your participation! The impact you've made in these young citizens' lives will be seen as they move on to high school and beyond! We have enjoyed partnering with members of the community to encourage success in Clarkston students. For more information, visit our website www.clarkstoneducationfoundation.org.

Submitted by
Pam Stein, CEF, President

Seattle - Nantes Dollars for Scholars Recognized



Jean Leblon, Tom Bennett, and Marie-Pierre Koban display the "Honorable Mention" plaque awarded to Seattle-Nantes Sister City Association.

Seattle-Nantes Association Wins Award at Annual Sister City Reception. At its annual reception honoring Seattle's 21 sister cities, the Seattle-Nantes Association was awarded "Honorable Mention" for its entry in the "Best Project of 2007" category.

The project was the establishment of our Seattle-Nantes Dollars for Scholars Endowment Fund. Seattle-Nantes Dollars for Scholars granted their first scholarship from the fund last year.

For information please contact Tom Bennett at (425) 712-0105 or tom.bennett@seattle-nantes.org.

STATE OF WASHINGTON OFFERS MATCHING GRANT

Have you applied for the 2008-09 Community Scholarship Matching Grant? The postmark deadline is April 15th, so don't delay. Applications are found online at www.hecb.wa.gov/Grants/csmg/csmgindex.asp.

What exactly is the Community Scholarship Matching Grant? This state funded program encourages local organizations to raise money to help students pay for college. Community organizations that raise \$2,000 for college scholarships receive \$2,000 state matching grants. Grants can be distributed to local students or placed in an endowment for future scholarships. First time applicants are encouraged as well as previous recipients.

Organizations must be tax-exempt and have 501(c)(3) federal tax code status. State legislation gives preference for grants to organizations affiliated with [Northwest Dollars for Scholars](http://www.dollarsforscholars.org). Any questions? Contact Dawn Cypriano-McAferly at 360-753-7846 or by email at dawnc@hecb.wa.gov.

5 Questions to Answer Before Creating a Marketing Plan

Because of our full work-load, many of us often skip the planning stage for marketing and jump right into tactics. There are a number of benefits of taking the opportunity to take a step back and plan ahead. There are five questions to ask before embarking on any marketing effort-two about your organization and three about your audience:

- 1. Who are you?** Tackle this one quickly and succinctly. What do you do? Think about why your organization was started in the first place and what work you're currently accomplishing (programs, mission activities, etc.).
- 2. Who cares?** Pardon the bluntness of this question, but you have to keep this mind: Just because you serve people who are in poverty or help people get well doesn't necessarily mean people should care. There has to be more personal relevance or something unique that you bring to the table.
- 3. Whom do you serve?** Get a clear picture of your audiences. What are the different constituency groups you serve?
- 4. What do they need?** Now that you have a clear idea of whom you serve and how you're currently serving them, you need to consider the needs and benefits for your clients or volunteers. This piece is critical, but a lot of us miss it because we're so committed to our causes. At this point, find the hook or sweet spot between what your audiences need and your unique value.
- 5. How do you reach them?** After all of this organizational soul-searching and research, you can begin to tackle the tactical questions. Think about your available channels and which would be most appropriate for reaching your target audiences.
 - * Who would be good partners?
 - * Who are your competitors? What's going on in your marketplace or your local environment that you can piggyback onto?
 - * What is the best way you can craft your message?
 - * What are the best avenues for getting out there?
 - * When are the best times, places, states, and minds to reach your audience?

Source: Adapted from the Nonprofit 911 Presentation "The Experts Are In! Your Online Fundraising and Nonprofit Marketing Questions"

NORTHWEST DOLLARS FOR SCHOLARS GOES ELECTRONIC

In order to reduce our expenses NWDS is transitioning to an electronic only newsletter. If you currently receive a print copy and would like to continue receiving the newsletter, please sign up on our website or email sallen@scholarshipamerica.org.

Free Ways to Help Northwest Dollars for Scholars Raise Much-Needed Funds.

Every time you shop at any of 700+ online stores in the iGive network, a portion of the money you spend benefits Northwest Dollars for Scholars. It's a free service, and you'll never pay more when you reach a store through iGive. In fact, smart shoppers will enjoy iGive's repository of coupons, free shipping deals, and sales. To get started, just create your free iGive account. And when you search the web, do it through iSearchiGive.com where each search means a penny (or more!) for our cause!

**Start iGiving at: www.iGive.com/WADFS
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