

## WHY HIRE FOUNDATION INNOVATION?

Foundation Innovation, LLC provides public school districts and communities with the tools and expertise necessary to establish or revitalize effective and sustainable education foundations. However, as important as it is to understand the deliverables of the proposal submitted, it is equally important to understand the philosophies, structure, customer service and other indirect deliverables that will help you as a school district and education foundation select the consultant that will best fit your expectations.

So, why hire Foundation Innovation? We have your back. Foundation Innovation specializes in working with education foundation and that is our primary client profile. Our firm is unique not only in our approach to consulting, but also in addressing the fundamental components necessary for establishing a sustainable education foundation. Below is a list outlining practices, experience, and services that set Foundation Innovation apart from other consultants and consulting firms.

### INFRASTRUCTURE

- The Foundation Innovation philosophy is that every community is unique, therefore the education foundation should reflect the community's school district and characteristics. Although Foundation Innovation will offer best practice methods and research based strategies, we believe there is no "one-size fits all" or proven model structure. We provide a customized approach that will reflect the uniqueness of the community.
- Foundation Innovation consultants will work with the education foundation board, district staff and others to execute a Memorandum of Understanding between all parties involved in establishing the educational foundation. This document as well as other processes will be discussed to ensure the education foundation is a transparent and credible organization.

### BOARD DEVELOPMENT

- Board manuals (4-color) will be prepared through our office as well as initial meeting handouts for each board member, eliminating the need for school district staff or volunteers to provide or print meeting materials.
- Over 65 templates are provided for reviewing, customizing and finalizing by the education foundation board of directors and committees, thus saving time and resources.
- Foundation Innovation Online provides a password protected document vault for board members to access information. This allows 24-hour access to documents, marketing collateral and upcoming action items.
- A checklist for action is prepared by our firm following each meeting detailing to the board: who will do what by the next meeting. This keeps the process moving and values the time of board members.
- A conference call is typically scheduled in between meetings with the education foundation president and/or others to discuss progress, issues or developments of the education foundation in preparation of the upcoming meeting.

## MARKETING AND EVENTS

- Professional graphic design services are included in the proposal and provided at no additional charge. This includes the process to create a unique logo, marketing brochure and letterhead.
- A marketing timeline and draft press releases are created for use by the education foundation in promoting the organization.

## DEVELOPMENT OR FUNDRAISING

- Roles and responsibilities of an annual campaign will be discussed. It is the philosophy of Foundation Innovation that school board members and the superintendent should not be involved in requesting funds from vendors.
- Education foundation board members will be trained to “Make the Ask.” This includes understanding the principles of fundraising and the donor’s bill of rights. Training will include development strategies similar to those found in higher education, including identification, cultivation, solicitation and stewardship of donors.
- We believe alumni are a valuable appeal (donor segment) for education foundations. As the education foundation matures, it may be important to create an alumni committee to work directly with alumni. However, it is not recommended that this committee be set up as an association or member organization under the umbrella of the education foundation since it can conflict with IRS designation as a charitable organization.

## FOUNDATION INNOVATION CONSULTING SERVICES

- We are a full time consulting firm specializing in working with education foundations. Our team includes nine (9) consultants and four (4) staff positions. We are a growing company, recognized nationally and routinely sought out in the education foundation industry. We have an interactive website, online bookstore and social media presence.
- All Foundation Innovation consultants have been practitioners specifically in the education foundation field, serving as school board members, foundation board members or professional staff.
- Foundation Innovation staff will handle many of the administrative duties that are necessary when establishing a nonprofit corporation, thereby relieving the school district staff or volunteers of those tasks. The full time Foundation Innovation staff is also available to answer questions or provide information any time during business hours.
- The majority of our clients have the tools, structure and information needed to be sustainable, credible and successful within the contract timeline of 12 months.
- Foundation Innovation consultants have worked to establish or revitalize approximately 150 school district education foundations and contracted with approximately 150 additional foundations for itemized services (such as strategic planning, board development, fundraising training, etc.) and countless others through regional training during the past thirteen (13) years. We are very proud to say that every client we have worked with since inception is a reference for our services. The primary reason for the growth of our firm is referral business.
- Foundation Innovation consultants have presented over 125 times in recent years (since 2009) to organizations such as the National School Foundation Association, The Texas Education Foundation Network (TEFN), the American School Foundation Alliance, the National School Public Relations Association, the National School Board Association, the American Education Research Association, the Texas School Public Relations Association, the Texas Association of School Administrators, the

Texas Association of School Business Officers, the Texas Association of School Boards, the Utah Association of Public School Foundations, the Oregon School Board Association, Pennsylvania Association of School Boards, Virginia Association of School Boards and the Oklahoma Foundation for Excellence.

- Foundation Innovation was commissioned to develop a database and best practices for education foundations in Texas. "DataPlace" was developed to allow education foundations to query and benchmark with other education foundations.
- Principal consultants participated in a research project identifying and benchmarking education foundations in the state of Texas giving them unique perspective and data concerning structure and performance expectations.
- Foundation Innovation consultants attend seminars, professional development training and work with attorneys to stay informed on new laws and regulations on the state and national level.
- Foundation Innovation stays abreast of new technology and trends such as social media, on-line giving opportunities and collaborative partnerships with private foundations.