



Lakeland Community College 7700 Clocktower Dr. Kirtland, OH 44094-5198

Phone: 440.525.7097 Fax: 440.525.7632

Foundation Email: lakelandfoundation@lakelandcc.edu Bob Cahen's Email: BCahen@Lakelandcc.edu

TO: The Lakeland Foundation Board & Friends

FROM: Bob Cahen

DATE: Friday, October 13, 2017

SUBJ: The Lakeland Foundation Friday Update

Some of you may remember that last year we worked with one of Professor Alice Walker's Human Services classes on "how to do fundraising," and then we actually did some fundraising. The students chose a program from an outside organization – theirs was a Catholic Charities/Big Brothers Big Sisters program that helps children who have a parent who is incarcerated. They created a case for giving and then they made their pitch to a group of potential "donors" which was made up of board members and friends of The Lakeland Foundation. I thought we'd raise maybe \$1,000 for the program; we raised around \$5,000.

Well, we thought it was such a success for that class that we're doing it again this term. This year's class is working now on selecting its project and then they'll start working on their pitch. Again, I want to find people willing to hear the pitch and are willing – if they feel effectively "sold" on it – to donate at least \$100 directly to that organization for the cause. We're looking at a couple of dates in the first week of December, possibly 12/4 and 12/6, for our "donors" to meet with class members at around 9:30am for an hour or so. I'll confirm the dates in my next Update.

Of course, I'll let you know in the next couple of weeks the organization and the cause they've chosen. Whatever it may be, I hope you'll consider participating in this exercise. It will give you a feel for Lakeland students...a feel that despite all the things all of you do for Lakeland, you usually don't get. Last year the "ask" included a good number of personal stories, lots of passion, lots of emotion.

One more thing...you might remember that in using this model we've created at Lakeland the only community college chapter of the Association of Fundraising Professionals, which is the largest fundraising association in the world. There are 35 or so university collegiate chapters. Our model – quite a bit different from the university model – seems to work well in community colleges. We're looking to test the model again and then to see if we can promote it to other community colleges. I'm the chair of AFP's Collegiate Chapter Support Committee so I am, I guess, in a position to push it.

Anyway, last year's funders – which included a number of you who regularly read this Update – raved about the experience. I hope many of our Update readers will participate this year. And thanks for all you do for Lakeland.