

# School

## CJDS Hosts Prizmah Governance and Fundraising Academy

CJDS is proud to have been chosen to host the conference for Prizmah's GFA academy this November. Over 70 day school educators from all over North America met on November 13-15 at Shalom Park to study, learn, and network for three days. Kosher Charlotte (CJDS Catering) catered the event, and CJDS, along with assisting with the logistics, proudly shared the school, city and campus with our guests.

Prizmah is the center for Jewish Day Schools. Prizmah's Governance and Fundraising Academy (GFA) is designed to increase a school's financial sustainability by strengthening its governance and fundraising program. The GFA accomplishes several vitally important overarching goals. It...

1. Generates alignment among our professional and lay leaders around a governance system that embraces fundraising responsibility to the fullest extent.

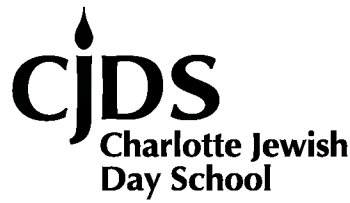
2. Provides training that enriches our development team's ability to create a comprehensive plan, defines the professional and lay leadership roles needed to implement that plan, and increase the capacity of team members.

3. Develops strategies and builds skills in essential areas, including annual campaign planning, donor rating, and assignment, Moves Management planning and execution, and

donor cultivation techniques.

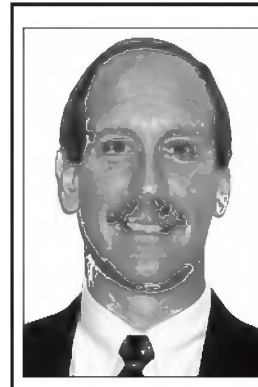
In addition, CJDS, being a small school in a relatively small community, will be eligible for up to \$100,000 in matching grant funds through an anonymous Jewish day school supporter for the achievement of specified fundraising milestones.

GFA is designed to increase a school's financial sustainability by strengthening its governance and fundraising program. A school with a strong culture of philanthropy combines best practices in governance, professional leadership, and fundraising. As an 18-month curriculum constructed around a summit, interactive webinars, and seven days of individualized expert coaching, the GFA offers the essential support a school needs to achieve transformative change in fundraising capacity. GFA will help transform our development professionals and lay leaders into a high-performance team. This GFA model, which has been implemented under the name Leadership and Fundraising Academy (LFA) in more than 50 schools in five communities, is a proven vehicle for driving our school toward fiscal sustainability. This program was initiated by PEJE, the authority in Jewish day school governance and sustainability with 18 years of experience, and is being handed over to the new Jewish day school authority, Prizmah.



The Governance and Fundraising Academy program recognizes that strong governance is one of the most critical foundational elements that a school needs in order to achieve long-term financial sustainability. When a school's Board, Development Committee, and professional development team work together, almost anything is possible. Their proprietary Development Self-Assessment Tool (DSAT) is just one proven tool used in this milestone-driven, 18-month program that builds on PEJE's 18 years of working with JDS.

Prizmah is partnering with The AVI CHAI Foundation and an anonymous Jewish day school supporter to offer a select number of small day schools in smaller communities an exceptional opportunity: While the total 18-month program cost is \$40,000, thanks to funding from The AVI CHAI Foundation and an anonymous Jewish day school supporter—which are committed to supporting small schools and small communities—the total cost to participating schools is \$5,000. A small school in a small community is defined as having 200 or fewer students in a community with a Jewish population of approximately 50,000 or fewer. ☆



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*Jewish educators from all over the US attended the Prizmah Governance and Fundraising Academy at Shalom Park, hosted by CJDS*



בס"ד

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