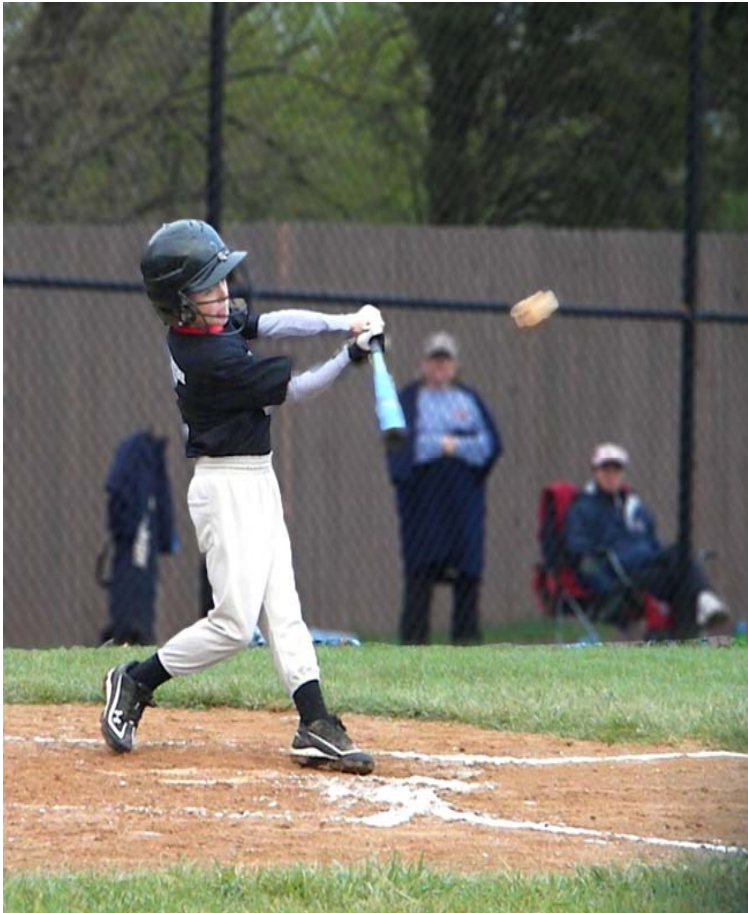


Hitting Singles and Doubles:

Building Your Pipeline with Mid-Level Gifts



WELCOME



Jay Angeletti,

President, The Angeletti Group

Rich Bershtein,

Board President; The Foote School

Cindy Leffell,

Board Vice President, The Foote School

Carol Maoz,

Head of School, The Foote School



Elements of a Campaign

- Well defined, strategic focus
- Specific financial goal
- Time frame for meeting the goal
- Identified lead prospects/volunteers
- Focus on major gifts
- Plan for recognition of major gifts



The Foote School

- What happens between your annual appeal level donors and the top of your gift pyramid
 - A true major gifts program
- Success without lead gifts
 - Why mid-level gifts matter
- Rigor of Foote
 - Earnest, respectful, confidential
 - Commitment to process
 - Consistent follow up
 - Strong Stewardship





THE FOOTE SCHOOL













A Shared Vision for Foote



Dear Foote School Community | We are both excited and proud to present to you the Foote School Strategic Vision approved by the Board of Directors.

Over the course of the last 12 months, members of the community have engaged in focused strategic brainstorming sessions with the goal of creating a shared vision for Foote for the next three to five years. These large and small group sessions built upon the comprehensive self-study by faculty and staff in 2012, and the extremely positive report from the re-accreditation team of the Connecticut Association of Independent Schools in 2013.

The school is strong, with robust enrollment, an outstanding faculty, a thoughtful, comprehensive and developmentally appropriate curriculum, a growing endowment and one of the strongest financial aid programs among K-9 schools across the country. We further benefit from a beautiful and well-planned campus that reflects our knowledge of children's physical, social and academic development. Indeed, our campus offers a multitude of opportunities for learning outside, as well as within light-filled classrooms.

The recent strategic thinking process benefitted from the perspectives of board members, teachers, administrators and parents in considering the important goals that will strengthen Foote School as it approaches its centennial year.

The following pages outline a shared sense of Foote's strategic goals and priorities. They recognize the importance of preserving Foote's many strengths and traditions while developing powerful new ones in a changing world. They reflect our commitment to continuous improvement and enhancement of what we do well and our openness to new ideas. We trust you will join us in our commitment to our future, and we encourage your continued involvement and interest in The Foote School.

Carol Maoz

Carol Maoz, Head of School

Richard A. Bersht

Richard Bersht
President, The Foote School Association, Inc.

Secure Foote's Future

THE CENTENNIAL CAMPAIGN

- Sustaining Socioeconomic Diversity
- Increasing Faculty of Color
- Ensuring Robust Enrollment
- Attracting and Retaining the Best Teachers

— The Angeletti Group, LLC —

Thank You !

