



Fundraising in International Schools: A Reality Check

You've heard the stories—international schools that have achieved the unobtainable: North American style development programs that are subsidizing the operating budget, building new infrastructure, and ensuring the school's financial future. But are these just “lottery-winning” stories? Is it really possible for *any* international school to have a successful fundraising program?

Triangle Associates offers an exclusive retreat for international schools that are considering launching a fundraising program, or that have questions about the efficacy of their current program.

“I have read, researched and talked to a lot of people and haven't learned as much from them as I did from you in half an hour.”

—Elvan Yazmaci Ersoy, Board of Trustees, American International School of Vienna

“Thank you very much, on behalf of the Trustees, for a truly memorable day. Yes, it is a cliché, but the insights, mistakes, anecdotes, do's & don'ts were worth your weight in gold.”

—Dominic Arbuthnott, Board Chair, American International School of Budapest

About Clive



Clive Watkins has been the Director of Advancement at the International School of Prague since 2010. During that time, with the help of dedicated colleagues, volunteers, and the school's strategically-minded Board of Trustees, he has established an Annual Giving program, a growing Endowment, a broadening culture of philanthropy, and is in the Quiet Phase of the school's first Capital Campaign. Clive holds an MBA from Babson College, and attended the Dragon School and Eton College before graduating from Phillips Exeter Academy. He worked in business start-ups and Venture Capital in Europe and the US before finding his passion in fundraising for scholarships and financial aid (of which he was a beneficiary at Exeter).

The Webinar

To give an idea of the subjects to be covered at the retreat, Triangle Associates recently held a 30-minute webinar for non-profit international schools that are considering fundraising - you can listen to the recording [here](#). Subjects covered included the “FUDs” (Frequently Used Denials) that prevent schools from starting, the foundations and cost of an effective advancement office, and why some international schools succeed while others fail.



The Workshop

On January 18 & 19, 2019, a retreat (see details below) will allow us to dive into the details over the course of two days. By the end of this weekend course, you'll have received no-nonsense, realistic advice from a current practitioner of international school advancement. What are the non-negotiables of starting a fundraising program? What should your expectations be? *Should* you start this at your school? And how, exactly, should you start it? Topics covered will include the strategic importance of fundraising; fundraising for the here and now (not just for the future); understanding the correct foundation and structure from the Board to the advancement office; obstacles to overcome; and planning from initial success to sustainable growth.



Who should attend?

A school's best chance to leave with actionable take-aways is to have their Head, Board Chair, Advancement Committee Chair (or interested Trustees), and Development Director in attendance.

Joining the Workshop in Vienna

Dates:	18 & 19 January 2019
Hosted by:	American International School Vienna
Presented by:	Clive Watkins, Director of Advancement, International School of Prague
Target Audience:	Heads of School; Board Chairs; Advancement Committee Chairs; Advancement Officers; Development Directors.
Cost:	USD 600 (includes two-day seminar; 2 breakfasts/lunches; transport to and from school)
Hotel:	Livinghotel Kaiser Franz Joseph
Transport:	To be confirmed

Save the date now! Registration information coming soon.

