

## **E-MAIL #1**

Approach: Speakers

Suggested Subject Lines:

Nation's Leading Funders To Keynote Upcoming School Tech Conference

School Tech Fundraising Superstars To Speak in New Orleans Jan. 27-28

Meet the Key Lenders of \$30 Billion in School Tech Funding

National Fundraising Experts To Gather in the Big Easy

### **CONTACT:**

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**NATION'S LEADING FUNDERS TO KEYNOTE UPCOMING  
SCHOOL TECH CONFERENCE IN NEW ORLEANS, JAN. 27-28, 2000**  
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To register on-line:  
<http://www.eschoolnews.org/gf/registration.html>

Washington, D.C., December xx, 1999--The nation's most powerful school technology funders will present the keynote addresses at the GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE in New Orleans January 27-28, 2000. The conference, sponsored by eSchool News, will draw hundreds of fundraiser-educators from across the country to hear these influential insiders discuss the best approaches for securing a "slice" of the "\$30 BILLION PIE" available for school technology.

KATE MOORE, director of the FEDERAL ERATE AGENCY, will discuss what proposal writers need to do to win a share of the \$2.4 billion that eRate will disburse to the nation's schools and libraries in 2000. She will speak at the first General Session on January 27.

JILL STEPHENS, director of Outreach for the AOL FOUNDATION'S GRANTS & FUNDING PROGRAM, will describe how to qualify for some \$10 million in funds from AOL's new major educational programs, such as PowerUp.

In addition to gaining the inside track on national federal and corporate grants, conference attendees will hear from a stellar line-up of SCHOOL FUNDRAISING SUPERSTARS, who will share the

strategies that landed them millions for their school districts' technology programs.

This A-list of fundraisers includes DR. MICHAEL V. GERSHOWITZ, who has written 150 winning proposals totaling more than \$80 million, including 22 federal and state distance learning grants and one of the 19 Technology Innovation Challenge Grants funded in 1997 (out of a pool of 679 applicants!). He will explain what it takes to write a proposal that not only gets read, but gets funded!

PHILLIP HIBBERT, credited with designing and building one of the largest educational networks of its kind--the Cobb Educational Network, funded at \$40 million-- will reveal his time-tested techniques for forging long-lasting partnerships with key foundation executives, pivotal government administrators, and major corporate donors

Each of the 18 sessions in this two-day program will feature fundraising experts from a variety of backgrounds, including education, government, nonprofit, and corporate. The two program tracks--Tools & Techniques and Contacts & Case Studies--will provide state-of-the-art fundraising strategies. Scheduled breaks in between sessions will give attendees the opportunity to meet these fundraising movers and shakers and to network with colleagues.

With so much fundraising expertise under one roof, the GRANTS & FUNDING CONFERENCE is a must-attend event for superintendents, information technology directors, grant writers, principals, school board members, library media specialists, curriculum specialists, even association executives--anyone who wants to learn from the nation's most influential fundraisers how to secure a share of the more than \$30 billion earmarked specifically for school technology programs. REGISTER TODAY!

\*\*\*EARLY-BIRD REGISTRATION DEADLINE: JANUARY 15TH--  
SAVE \$50 OR MORE! \*\*\*

\*\*\*\*\*  
THE GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE  
January 27-28, 2000  
Hotel Inter-Continental  
New Orleans, LA  
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\* BY FAX: (301) 913-0119

\* BY MAIL: Send your registration form to: eSchool News,  
Attention: G&F Registration, P.O. Box 17264, Baltimore, MD 21297-  
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\* BY PHONE: Call us via the conference hotline at (800) 394-0115  
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**HOTEL AND TRAVEL INFORMATION**  
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your reservations at (800) 445-6563.

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Group & Meeting Reservation office toll free at 1-877-874-7687 and  
mention Gold File #84681256 when booking your flight.

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**WHO WE ARE, WHAT WE DO**  
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eSchool News Communications Group, producer of the Grants &  
Funding for School Technology Conference, publisher of the  
critically acclaimed eSchool News and producer of several annual  
conferences on educational technology issues.

As the nation's most respected independent publisher of  
educational technology news and information, the eSchool News  
Communications Group devotes its considerable resources and track  
record to making certain Grants & Funding for School Technology  
provides you the new ideas, expert advice, and creative strategies  
you need to capture your share of the billions of dollars  
available for funding your technology program.

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administrators. For the latest update on the school technology  
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<http://eschoolnews.org>.

**E-MAIL #2**

Program Content Approach: Grantwriters

Suggested Subject Lines:

Turn Your Trickle of School Tech Funds into a Mississippi of  
Money!

Everything You Need To Know about GRANTWRITING...And Nothing You Don't!

Grantwriters Block? Let eSchool News Inspire You in New Orleans!

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**GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE**

January 27-28, 2000

Hotel Inter-Continental

New Orleans, LA

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<http://www.eschoolnews.org/gf/>

Dear Colleague:

We know you are a busy person dealing with a major challenge: how to write the winning proposals that will fund your school's technology needs. That's why there is no filler in our GRANTS & FUNDING SCHOOL TECHNOLOGY CONFERENCE program. Our streamlined curricula offers you only the most pertinent, most savvy tools and techniques for writing winning grant proposals you will find anywhere.

Everything you will learn has been time-tested and proven successful at turning funding trickles into veritable MISSISSIPPI OF MONEY!

**\*\*\*OUR TWO-DAY PROGRAM HAS SOMETHING FOR EVERYONE, FROM NOVICE TO EXPERT.\*\*\***

Maybe you just landed a position that requires you to write grant proposals, something you have little or no experience in doing.

Or maybe you would like to finetune your skills and learn firsthand from the pros how to write proposals that WIN.

Whatever your needs, the GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE has a program track especially for you. Here is a sample program agenda for anyone looking to improve the outcomes of their \*grantwriting\*:

\*\*\*\*\***SAMPLE AGENDA**\*\*\*\*\*

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Thursday, Jan. 27, 8:30 am - 5:30 pm  
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**\*GENERAL SESSION--KEYNOTE SPEAKER: DIRECTOR OF FEDERAL ERATE AGENCY KATE MOORE**

Start your day with an update from the head of one of the most important federal government programs for school technology: the eRate Agency, which will disperse \$2.4 billion to the nation's

schools and libraries in the current funding cycle. Learn how to get your slice of the pie!

**\*FUNDER'S TOOLKIT: THE ART OF COLLABORATION**

Discover how to identify and build those crucial partnerships, the key to any winning grant proposal.

**\*THE TECHNOLOGY GRANTSEEKER'S START-TO-FINISH GUIDE TO CREATING A FUNDABLE PROJECT**

Learn the secrets for turning great ideas into well-designed projects that get funded.

**\*CRAFTING THE WINNING GRANT PROPOSAL: PART ONE AND PART TWO**

Presented by the nation's most successful grant writing consultants, these sessions alone are worth the price of the conference! You'll gain the know-how that is critical to capturing millions for your school district's technology needs.

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Friday, Jan. 28, 8:30 am - 5:30 pm  
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**\*PROSPECT RESEARCH: WHAT EVERY FUNDRAISER NEEDS TO KNOW**

Where's the big money? Develop the investigative skills necessary to track down key donors.

**\*GENERAL SESSION--AOL GRANTS & FUNDING PROGRAM, DIRECTOR OF OUTREACH, JILL STEPHENS**

America Online is initiating major educational programs, such as PowerUp, through which it will donate some \$10 million in support of [technology for?] learning. Find out from an insider how this new giant on the fundraising horizon can help you!

**\*APPROACHING CORPORATE FUNDERS: WHAT SELLS!**

Learn how to "go national" and land multi-year grants that will boost your school's technology into the next decade.

**\*TELLING THE STORY: WRITING PROPOSALS THAT GET READ (AND FUNDED)  
PART ONE AND TWO**

Do your proposals win funds or make baskets (wastebaskets, that is)? Dr. Michael Gershowitz, who has written 150 winning proposals totaling \$80 million, will share the writing techniques that landed 22 federal and state learning grants and one of 19 Technology Innovation Challenge Grants.

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Two days jampacked with the information you need to know! How can you afford \*not\* to go to the GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE in January? Continuing career education doesn't get any easier, faster, or inexpensive than this! Register TODAY.

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Communications Group devotes its considerable resources and track record to making certain Grants & Funding for School Technology provides you the new ideas, expert advice, and creative strategies you need to capture your share of the billions of dollars available for funding your technology program.

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**E-MAIL #3**

Program Content Approach: Fundraising Expertise

Suggested Subject Lines:

Continuing Career Education Opportunity for School Technology  
FUNDRAISERS

Proven Strategies for School Technology FUNDRAISING

How To Move Ahead: A Two-Day Program for School Tech Fundraisers

\*\*\*\*\*  
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January 27–28, 2000  
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New Orleans, LA  
\*\*\*\*\*  
<http://www.eschoolnews.org/gf/>

Dear Colleague:

It isn't every day that you find a fundraising conference with a program TAILOR-MADE to fit your continuing career education needs. So let me ask you:

\*Are you ready to move up the next rung on your career ladder, but need that next level of fundraising expertise to make it?

\*Are you looking for a mentor? Or for new sources of school tech funds (or possibly a new position)?

\*How about great ideas on how to secure a bigger slice of the \$30 billion pie set aside for school technology needs (and perhaps a promotion)?

\*Are you a seasoned fundraiser who wants to broaden your contacts and network with the nation's fundraising superstars?

\*Or maybe you have a new, innovative technology initiative in mind, but need the know-how to get it off the ground (and really

make your mark)?

Whatever your career needs, the GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE has a program track especially for you. Here is a sample conference agenda for anyone looking to improve their \*fundraising skills\* (and salability in the school technology job market):

\*\*\*\*\*SAMPLE  
AGENDA\*\*\*\*\*

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Thursday, Jan. 27, 8:30 am - 5:30 pm  
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**\*GENERAL SESSION--KEYNOTE SPEAKER: DIRECTOR OF FEDERAL ERATE AGENCY KATE MOORE**

Start your day with an update from the head of one of the most important federal government programs for funding school technology: the eRate Agency, which will disburse \$2.4 billion to the nation's schools and libraries in the current budget cycle. Learn how to get a bigger slice of the pie!

**\*LEVERAGING LOCAL PARTNERSHIPS FOR MAXIMUM FUNDING**

Learn how to parlay those strong community ties into a persuasive message to the nation's major funding players.

**\*MAKING YOUR STRATEGIC TECHNOLOGY PLAN A POWERFUL FUNDRAISING TOOL**

Discover how to make your proposal stand out from the crowd and excite potential funders.

**\*CASE STUDY**

Meet savvy school funding superstars, who will share how they landed big bucks for their school districts. You'll gain proven techniques that you can apply to your own district.

**\*NEW FUNDING PRIORITIES AT THE U.S. DEPT. OF EDUCATION**

Find out what you need to do to secure some of the \$800 million in grants for school technology available through such ED programs as Technology Innovation Challenge Grants, 21st Century Community Learning Centers, and Star Schools, plus nearly \$100 million in new training programs for the year 2000!

**\*NEEDS ASSESSMENT 101**

To create a successful fundraising campaign, you first have to be able to assess your needs, including the hidden costs in technology systems.



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Friday, Jan. 28, 8:30 am - 5:30 pm  
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**\*ESSENTIAL ELEMENTS OF CORPORATE GAMESMANSHIP**

Learn how to devise a winning fundraising strategy from the grant administrators of the nation's most important foundations and corporations.

**\*GENERAL SESSION--AOL GRANTS & FUNDING PROGRAM, DIRECTOR OF OUTREACH, JILL STEPHENS**

America Online is initiating major educational programs, such as PowerUp, through which it will donate some \$10 million in support of [technology for?] learning. Find out from an insider how this new giant on the fundraising horizon can help you!

**\*BUILDING PUBLIC/PRIVATE STRATEGIC ALLIANCES**

Discover the secrets to forging longlasting partnerships with key foundation executives, pivotal government administrators, and major corporate donors.

**\*THE "RULES OF THE GAME": FUNDERS ROUNDTABLE**

Bring your toughest questions about the funding process to this unprecedented session, which assembles a panel of the nation's leading program officers from government agencies, public charities, private foundations, and corporations to discuss and debate the politics of technology grantsmanship. Find out what really happens to your grant proposal after you've put it into "play."

**\*FEDERAL TECHNOLOGY FUNDING PROGRAM UPDATE**

"Inside-the-Beltway" funding experts and analysts unravel the major federal funding programs--U.S. ED, NSF, NASA, TIAP--now offering technology funding opportunities for your schools.

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**E-MAIL #4**

Approach: Location

Suggested Subject Lines:

What Do New Orleans and School Technology Have In Common?

Improve Your Fundraising Skills in the Big Easy!

Jazz Up Your January--Attend the G&F Conference in New Orleans!

New Orleans Can Cure What Ails You (and Your School Tech Budget!)

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Dear Colleague:

We all know the symptoms.

You feel sleepy all the time. You can't remember the last time you felt warm. The short days hold nothing but work--it's dark when you go in and dark when you get home. Even the air seems sluggish as the walls close in a little tighter every day. You ponder your school's technology funding needs, but just can't find the motivation to write that winning proposal.

You've got the post-holiday blahs.

[Alternate, shorter approach--By the end of January, Christmas will be a distant memory, the Millenium madness will be over, and the post-holiday blues will hover as you ponder your school technology funding needs for the year.]

And we have the CURE--come on down to "N'awlins" for a little Gulf sunshine, some southern hospitality, and the GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE.

New Orleans is synonymous with fun, offering the perfect antidote for the winter blues with its incredible variety of restaurants, music clubs, shops, museums, casinos, and historical neighborhoods. There is no end to the dining and entertainment options in the Big Easy!

Even better, WE HAVE RESERVED DISCOUNTED ROOMS FOR ATTENDEES AT

THE HOTEL-INTERCONTINENTAL, located on historic St. Charles Avenue, just a short, three-block walk to the French Quarter and many of the city's most famous establishments. The Aquarium of the Americas, the Riverwalk with dozens of unique shops, and the Audobon Park and Zoological Gardens are only minutes away. The hotel itself offers many amenities to banish your blues, including a fitness center, nightly live music, and the award-winning Veranda restaurant.

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Here is just a sampling of ways to CHASE AWAY THE WINTER DOLDRUMS  
IN NEW ORLEANS!  
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\*Dine at world-famous restaurants such as Emerils, K-Paul's Louisiana Kitchen, Antoine's, Commander's Palace or try one of the new "hot spots" like Gautreau's, Jacques-Imo's, or Peristyle. Don't forget to "suck head and pinch tail"--that's native for trying the signature spicy crawfish!

\*Gamble the night away at Bally's Lakefront Casino, Harrah's Casino, or Boomtown.

\*Stop by the Palm Court Jazz Cafe and listen to a uniquely American style of music. For a more contemporary form of jazz, head for Snug Harbor or Funky Butt.

\*Visit the Vieux Carre, the "old square," heart of the French Quarter and site of more than 400 years of history.

\*Browse through the potions and spells for sale at the infamous Marie Laveau's voodoo shop after a tour of the Cities of the Dead (New Orleans unique, below-sea level geography requires above-ground cemeteries--wonderfully creepy!).

\*Dance with the locals at Mulate's, which features the best Cajun music in the city. Or if zydeco is more your "swing," check out Mid-City Lanes.

\*And no visit to the Crescent City would be complete without piping hot beignets and a cup of steaming chicory coffee at Cafe Du Monde.

And if recovering your pep isn't tempting enough, don't forget the conference itself--WE HAVE LINED UP THE KEY PLAYERS IN THE GRANT GIVING GAME AS SPEAKERS. Every sector--federal, state, local, corporate, nonprofit, and private--will be represented.

After two days of dynamic sessions with the nation's best school technology fundraisers sharing their strategies for securing a bigger slice of the \$30 billion funding pie, you'll return to your school district brimming over with new energy and fresh ideas!

Don't miss this opportunity to visit New Orleans and REJUVENATE

while honing your fundraising and grantwriting skills AT THE  
GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE IN  
JANUARY!

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**E-MAIL #5**

Approach: NYE Resolutions

Suggested Subject Lines:

New Year's Resolution: Find More Money for Your School Technology Needs

Resolved: Attend the Upcoming Grants & Funding Conference in New Orleans!

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Dear Colleague,

With New Year's behind us, everyone is thinking about \*resolutions.\* Does your list include taking a class, improving your grant writing skills, landing bigger bucks for your school technology program, and asking for that raise or promotion?

If so, this may be the year you actually achieve your resolutions \*before the end of January\*! The GRANTS & FUNDING FOR SCHOOL TECHNOLOGY CONFERENCE offers the perfect opportunity to achieve these important goals--and so much more!

- \* Learn winning strategies and unwritten rules from the nation's most successful grant proposal writers and fundraisers.
- \* Discover hundreds of new and "hidden" school technology funding sources.
- \* Network with key grantmakers and administrators from leading corporations, foundations, and government agencies.
- \* Master the art of creating powerful community partnerships.
- \* Know what it takes to tie your district's needs directly to your funder's interests.

\* Gain expertise at navigating the confusing array of federal grants.

The Grants & Funding for School Technology Conference is the only national forum dedicated to delivering everything you need to succeed in your resolutions to identify and secure essential funding for your school technology program and to develop the fundraising expertise you need to get ahead!

Hundreds of your peers (i.e., \*competitors for the same \$30 billion "pie" of available funds\*), have already benefitted from this dynamic two-day program. They can testify to the immediate impact this conference can have on your school technology program (and your career):

"Excellent! Up until now, I wasn't sure that grant writing was something that could happen at our district. I needed the \*nuts and bolts.\* That's what this session gave to me."

"This conference has provided the bigger picture of how to be thinking about grants and funding. The networking opportunities were fantastic--I actually connected with a great resource from my home state that I may not have met otherwise."

"You can count on Grants & Funding for School Technology's technical program to tell it like it is...delivering vital knowledge and information that directly meets your school's specific technology fundraising needs."

The early-bird registration deadline is fast approaching, so don't \*procrastinate\*. Even better, by registering early, you can \*save money\*. So put your New Year's resolutions into action and register today!

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