



### Introduce Your Organization

Come up with the essential sentence that a donor could walk out of the room and repeat. (It's probably not your mission statement.)

Family Star prepares Denver's youngest at-risk students to enter school ready to learn.

### What Is the Need and How Does Your Organization Meet Need?

Before you explain your services, donors must understand the need for your services. Briefly describe the need and then explain what you are doing to solve it. Summarize and highlight your best programs.

#### The Need:

Our focus is on educating children from birth to age 3. Now, you may think a one or two year old doesn't need to go to "school". But think about it, the majority of brain development occurs in the first three years – it's the most sensitive and vulnerable time in a child's life.

#### How You Meet the Need:

At Family Star, we have the solution to closing the education gap – start educating children earlier! We offer a high-quality Montessori education program for children as young as 8 weeks old. We serve 200 children each year at our two Denver centers.

#### How You Do It Well:

Our partnership with Early Head Start sets us apart from other Montessori schools and makes us truly unique. Early education by itself is not enough to break the cycle of poverty. If the family is in chaos, the child is going to suffer. Family Star offers services that strengthen the entire family. We have a health and nutrition team, family advocates that work with parents to set individual goals and provide referrals to community resources. We even have our own mental health & disabilities coordinator who screens each child and arranges for therapy if a disability is found.

### Two Memorable Statistics Relating to Your Organization

1. Only about 50% of Denver students graduate from high school.
2. A child of professionals would have a vocabulary of about 1120 words at age 3. A child whose parents are on welfare will have a vocabulary of about 480 words. They're only three years old, but children living in poverty are already behind.



### Tell the Story of a Client to Share Your Services

No matter how dynamic your organization, reciting a laundry list description of your services is boring. The best way to describe your services is through telling the story of a client who has used your services. Telling a success story provides a tangible description of your services and their effectiveness.

#### 1. What needs did the client have when he/she came to your organization?

Soon after I started working at Family Star, I met a 5-year-old boy named Kevin. He had come to FS when he was two years old and Gerri, our disabilities coordinator, noticed right away that he had a speech delay.

#### 2. What services were used?

His parents spoke very little English and through a translator, Gerri explained that she would arrange for a speech therapist to come work with Kevin in his classroom. Over the next three years, Kevin blossomed at FS.

#### 3. Describe the success:

By the time I met Kevin, his speech delay was gone. He was fluent in both Spanish and English and he was really into geography. His teacher actually had to go out and buy new maps for her classroom because he was really into memorizing the names of all the countries. I know that he had all of Africa and South America down...and probably many more. When Kevin left Family Star last fall, he entered a gifted program at his public school. His parents were so proud of him.

### Use a Power Statement: Explain What a Small Gift Can Do

Cost of service divided by 52 weeks = \$ per week to provide service ( $\$200 / 52 = \$4$  per week)

1. \$ 6 per week provides: a nutrition education and cooking class for parents.

2. \$ 1 per week provides: a classroom with books for the year.

### Ask for a Donation Via Paycheck Deduction

“Example: “Thank you for welcoming me today to share our work at (name of organization). Just \$(dollar amount) per week provides (specific service). When you are considering whether or not to make a paycheck contribution pledge, I am asking you to remember how a small gift can make a big difference. Please choose to make a paycheck contribution.”

Thank you for having me here today to tell you about the work we do at Family Star. I hope you will consider designating us through your workplace giving program this year.