

About PEJE Conferences

PEJE Conferences enable day school professionals and lay leaders to access expertise and resources while networking with colleagues from throughout the day school field. Integral to PEJE's mission of growing day school enrollment, the conferences promote collaboration, generate knowledge, and enable the sharing of best practices.

About PEJE

The Partnership for Excellence in Jewish Education, founded in 1997 by Michael Steinhardt and Rabbi Yitz Greenberg, is a collaborative of visionary Jewish philanthropists who seek to create a vibrant and sustainable Jewish future through strengthening the Jewish day school movement in North America, with a targeted goal of increasing enrollment in new and existing Jewish day schools.

PEJE Partners

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PEJE

Partnership for Excellence
in Jewish Education

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Teachers and school children —
precious jewels of our community
MIDRASH RABBAH, SONG OF SONGS

PEJE | Partnership for Excellence
in Jewish Education
Conferences

Beyond the Usual Suspects: Vision, Strategies, and Tactics for Your Annual Campaign

with PEJE experts

Josh Elkin, Rae Ringel, Herb Tobin, and Harry Bloom



For Jewish Day School Development Directors,
Heads of School, Board Chairs, and
Board Members

For ALL
Jewish
Day Schools

Sunday-Monday, December 10-11, 2006

A special PEJE Development Track at the Solomon Schechter Day School
Association Biennial, open to all day schools.

Who? SSDSA Biennial participants as well as leaders from other Jewish day schools

What? A multi-session series dedicated to steering your school's development program through the three critical steps: Vision/Mission, Strategic Considerations and Tactical Initiatives

Why? You'll learn from a team of experts, including Rae Ringel, Herb Tobin, Josh Elkin, and Harry Bloom, and take home tangible skills and approaches to strengthen your school's annual campaign

How? Register through SSDSA if you are attending the entire Biennial or for the PEJE Development Track only, register at www.peje.org.

Participants will have the opportunity to become part of a PEJE Community of Practice for development professionals, offering an opportunity to build peer relationships, learn from other professionals, and share best practices.

Participants in the PEJE Development Track—both SSDSA attendees and participants from other day schools—are expected to attend all sessions in this series.

My school is not a Schechter school. Should I attend?

YES!! PEJE is partnering with the Solomon Schechter Day School Association in order to deliver expertise in a cost-efficient way that builds on the momentum of the SSDSA conference and capitalizes on the availability of the coaches and experts in attendance. The learning at the Development Track will be relevant for any day school, regardless of denominational affiliation. Day school leaders from schools across all denominations are invited. PEJE Development Track participants are able to take advantage of special discounted pricing for hotel accommodations even if they are not registering for the SSDSA Biennial.

Beyond the Usual Suspects: Vision, Strategies, and Tactics for Your Annual Campaign

Sunday-Monday, December 10-11, 2006

Track begins at 2:00 pm on Sunday and ends at 5:00 pm on Monday

Renaissance Boca Raton Hotel

2000 NW 19th Street • Boca Raton, FL • 33431

This series of sessions will address key steps in implementing a successful annual campaign, including:

- Why Day Schools Are Important for the Future of the American Jewish Community—Why Are They Worthy of Support?
- Taking the Message and Making the Case for a Day School
- Understanding Who Your Constituencies Are and How to Reach Them
- Using the PEJE Day School Peer Yardstick™ Data to Create a Development Strategy
- Major Gifts Solicitation Training
- Events: Fundraisers or Friendraisers?
- Understanding the Roles of Volunteers and Professionals

HOW TO REGISTER

Register online at www.peje.org if you are only attending the PEJE Development Track. If you are attending the SSDSA Biennial, register directly through SSDSA and indicate that you wish to participate in the PEJE Development Track.

Two-day Development Track Fee: \$550 before November 3; \$625 thereafter
Fee includes registration, snacks, conference materials, and all meals (glatt kosher).

Two-day Commuter Fee: \$500 before November 3; \$575 thereafter
Commuter Fee includes registration, snacks, conference materials, and all meals (glatt kosher) excluding breakfast.

Hotel lodging is \$159 per room (single or double occupancy). Include your hotel reservation in the online registration form at www.peje.org and save the Florida room tax.