

# mustang Stampede

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## Welcome to the *Mustang Stampede!*

*From Holly Kerr, Director of Development*

This school year has started off in a rush of activity! I am very excited about the new position of Director of Development and look forward to seeing how we can make the experience of giving both satisfying and rewarding for the MIS community. This year will be a period of assessing since many financial development activities, as well as volunteer activities, are mapped out in the prior year. So I am jumping in with both feet trying to make small improvements this year, with more impactful changes for next year.

All financial development activities at MIS will be assessed for their overall effectiveness and efficiency. Fund-raising is a critical part of private schools and it is a necessity. From last year's survey, 98.8% of respondents said they understand where all monies go from fund-raising. However, only 79.5% said they had an appropriate understanding on school finances and the distribution of fund-raising monies. Part of my job will be to communicate to the school parents where this money goes and how it will be used so that the 79.5% can jump to the 95% in the future. It is important to know why we are doing certain development activities, and I want you to know the "why".

I will also begin investing grant opportunities. Educational funds are available, we just need to find them and pursue them. If you have any leads on grants, or would like to participate in the grant writing process, please email me.

If you have any ideas, comments, questions or concerns about any of the areas under the Director of Development, please don't hesitate to call or email me. I truly want MIS to continue to be the great school that it is!

*From Rosemary Martinez, Director of Communications*

Welcome to the first edition of *Mustang Stampede!* This new publication for MIS will be published four times throughout each school year, focusing on the various development, marketing and communication activities that take place to advance the mission of our school. The *Mustang Express* will continue to be published on a monthly basis by the PTC, with its renewed emphasis on community building activities and events.

Internal communications has been the main focus of my first two months as Director of Communications, with analysis of the various communication paths and mechanisms we use to relay information to our school families. Hopefully, you have already noticed improvements in place that will help facilitate better communications within our community — including the new format of the *Mustang Express*, our new Communications Policy, the various school calendars set into the customized Google calendar system, and our on-line suggestion box.

Soon you'll notice a difference in our external communications as we develop new materials for informing potential families about MIS. We'll be realigning and redesigning the school's website, as well as working with the local media to market our school through both advertising and public relations. We have already begun our efforts to locate and draw our alumni back into our community through Facebook and are looking forward to building a strong alumni association for the school.

I welcome your feedback and suggestions on what we can do to improve communications at MIS... [rmartinez@mischool.org](mailto:rmartinez@mischool.org) or 972-243-7105 x20.

Mrs. Cusick's 6A class was one of only four classes that earned an ice cream party by meeting the goal of 8 magazine sales per student!



### VISION ENDOWMENT FUND FACTS

The Endowment Fund currently stands at \$740,000, our goal is to reach 1,000,000.

The Fund "loaned" us the \$250,000 needed to jump-start the gym renovations in 2006, and we have already returned all but \$16,000.

Our goal for the 2009-2010 school year is \$75,000.

If your company has matching fund programs, please ask them to match your donation.

More than 50 years ago, the Oblate priests of Mary Immaculate came to Farmers Branch. After founding the parish, they expanded their purpose: to give children a way to learn to love and know Jesus. Established in 1959, Mary Immaculate School had humble beginnings. The school opened with just 3 temporary classrooms and 215 students. With the religious foundation in place, dedicated parishioners and parents set a vision for the school and helped it grow.

So much has changed over the years. Gone are the portable buildings and window air conditioning units. Gone are the days of mandatory brown bag lunches, textbook sharing and cheerleading in the school uniform skirts.

Today our children benefit from 26 classrooms in air-conditioned buildings, plus separate music, art, and Content Mastery rooms. They eat healthy lunches prepared on-site while sitting together in the cafeteria. They enjoy a fully computerized library resource center, a computer lab, and most recently the new gymnasium. Infrastructure and technology are beneficial only when presented to our children by well-qualified, faith-filled faculty. We are blessed at Mary Immaculate to have an outstanding group of teachers who are dedicated to educating our children along with a wonderful support staff.

Mary Immaculate has grown and flourished, not through tuition, but through generosity.

In 1982, MIS initiated its annual giving program, now known as Vision, to help solve one of the key challenges that exists in Catholic education today: Quality Catholic education costs more than families pay in tuition.

How do we ensure the future of Mary Immaculate School and still keep tuition rates affordable? Tax-free contributions to Vision address this challenge in two ways:

- A portion subsidizes the school operating budget, thus addressing short term needs that tuition does not cover.
- Another portion is used to build the school's Vision endowment fund, helping to ensure that we leave the students and parents who come after us the same gift we've received of quality Catholic education.

Disbursements paid out from our endowment fund covers between 1% - 2% of the school's operating budget each year. Advisors suggest that the fund should grow to cover at least 10% of our operating budget. The larger our endowment, the more funds can be available for use each year.

The endowment fund also gives us the opportunity to "borrow" funds when needed as start-up cash for large projects, as it did for the funding of our technology center and for our 2006 gym renovation.

Our children will spend their formative childhood years here at Mary Immaculate School. They are the beneficiaries of those that came before them: Parents, grandparents, alumni and parishioners— just like us —that were willing to work hard and sacrifice in order to make a difference for current and future MIS students.

Building a healthy endowment fund is the best measure we can take to ensure that Catholic education will be available and affordable for years to come. All MIS families and supporters will have to work together and give together.

Please prayerfully consider a contribution to the Vision campaign. Our goal this year is 100% participation from our MIS families so that we can in turn show our participation while applying for grants. Together we can continue the tradition of generosity and the tradition of quality education at Mary Immaculate School.

The Sakalas family, shown here, was among the many who volunteered to work a shift at our Vision booth during the Fall Festival on Oct. 3rd. School Advisory Council members and other Vision supporters were also there to talk about our annual giving campaign as they sold pizza to festival attendees.



## FINANCIAL DEVELOPMENT

### Thought for Next Year's Sales

As parents, we can demonstrate to our children a sense of community by participating to reach a common goal. We can teach them about goals and how to reach them. We tell our children to work hard to get an A in class and we teach our children through sports, that if you win, you will receive a trophy. The same concept applies here...as a family, you have to work hard to reach an A in magazine sales (reaching the goal of 8 is great, more is better!) You have to work hard to win, and the incentives are the trophies for the students...lower tuition is the trophy for the parents.

**Huge thanks to Christine Huff, Marissa Tomlinson and Maureen Mouer, the Magazine Sales chairpeople. They have put tireless efforts into making this fund-raiser a success and have committed to chairing this very important fund-raisers again next year!**

## 2009 Magazine Sales Results

We are waiting on the final numbers for magazine sales...but as of today, numbers are down approximately 15% from last year. This year we had only four classes — 7B, 5A, 4A, and 6A — reach their class goal (the number of students times eight.) Much encouragement is needed from teachers to reach class goals, so give a big thank you to Mrs. Pennartz, Mrs. Pfaffenberger, Mrs. Cusick and Mrs. Montgomery!

Our overall school goal was 4120 (515 students x 8 magazines)...we reached only 74.7% of this goal.

As everyone is aware, magazine selling is the first fund-raiser of the year. MIS received 47% of the total sales from selling magazines this year. Think about it, this is huge! Selling magazines is the shortest, most profitable, least-cost fund-raisers that we can do here at MIS.

We all know that financial development is a critical part of private education: it helps keep tuition affordable. MIS requires a \$40,000 profit from magazine sales to be contributed towards this, so it takes full participation from everyone to make this fund-raiser a success. This year we also gave the option to participate by doing a buy-out.

We rely on every student in the school to sell 8 magazines, thus 8 is great! However, over the years, we have seen that not everyone participates, so we changed our slogan to *8 is great, more is better!* To encourage full participation, MIS gives every student a t-shirt at magazine sales kickoff (years ago, the t-shirts were only given to students that reached their individual sales goal.)

This fund-raisers is not yet over...you can still order magazines! Just go to [www.qsp.com](http://www.qsp.com) to purchase on-line and we will still get credit for the remainder of the school year.

## 2010 Magazine Sales Plan

Moving forward, we will be assessing the incentive part of the magazine sales. Incentives are a necessary part of sales and we need to determine what it is that the children deem as a great incentive, and what is most cost effective for our fund-raising program. To do this, we will start off with surveys to the teachers and students to determine the students' preferences.

As has been done in prior years, we plan to kick off 2010 magazine sales the evening of Great Expectations. This will increase awareness with incoming families and generate enthusiasm for the tuition-reduction benefit, as well as highlight the easiest ways to generate sales.

We will also return to using "Magazine Moms". This will be a volunteer opportunity for one person per class to help tally/count/report sales on the various Wednesdays. These volunteers will help teachers to get their students and parents enthusiastic about reaching their class goal.

**MIS received 47% of the total sales from selling magazines this year.**

### Thank you to all who participated and congratulations to all who earned their incentives:

Requirement	Incentive	Winners
Postcards for 10 valid addresses	Hoodie Keychain and Money Pen with \$1-\$20	
12 Valid Email Addresses	Weepol with Free Dress Down Day	36 students
8 Online Orders	Lil Kinz or Skinz	77 students
Ticket per paper order; 2 tickets for online order for drawing	iHome iHome 2 Go	Glenn Williams Killian Loshelder
For selling 15 per single student or 10 per multiple students in family	Off campus trip to grade-specific activities	86 students
Student w/ Highest Sales	\$50	Hallie Tomlinson (44)
Student w/ 2nd Highest	\$25	Jordan Tibbits (37)
Teacher of highest sales % classroom	\$50	Mrs. Pennartz
Teacher of 2nd highest sales %classroom	\$25	Mrs. Pfaffenberger
Classrooms that reached their goal of 8/student	Ice cream party for all classrooms	7B, 5A, 4A, and 6A
PARTICIPATING IN THIS SCHOOL-WIDE FUND-RAISER	LOWER TUITION	ALL MIS FAMILIES

## FINANCIAL DEVELOPMENT

### 2009 HOLIDAY GIFT IDEAS

If you are looking for the right gift this holiday season, MIS Scrip can help. Your favorite scrip retailers have filled their shelves with the best "must-haves" for this holiday season. In fact, some of these items will be so hot this year that you might want to purchase it sooner than later.

Come by the scrip table and take a look at some terrific ideas for everyone on your shopping list. While you're there, pick up an authorization form to start receiving your pre-authorized scrip purchases. No more checks to write! Ask Paula McAfee for details.  
pfmcafee@msn.com

### Your 2008-2009 Wishes are Granted

Since 2001, the MIS Parents/Teachers Club has hosted the annual Heart of Gold Auction to celebrate Catholic education at MIS with between 350 to 450 generous guests. And thanks to the generosity of these guests, MIS has been able to create a Wish List each year that is funded by part of the auction's proceeds.



Additional padding to cover the side walls of the gymnasium were purchased through last year's wish list.

New carpeting, paint and bookshelves were purchased for the library with funding through the Wish List.



At the end of each school year, a letter is sent to MIS parents and teachers asking for suggestions on items or repairs needed for our school. Once the list is compiled, a committee of parents, teachers and administration prioritizes the list as to what will be purchased and the order in which it will be purchased. Between \$17,000 to \$20,000 is spent annually to cover these Wish List items that would generally not be covered by the school's operating budget.

The Wish List items purchased from the 2008-2009 school year are:

- Bibles for 5<sup>th</sup> grade (we will continue to buy a set for each grade, 4<sup>th</sup> will be next)
- Additional bookshelves for the library
- Double-decker cart for use by the PTC
- Chair feet for all classes K-3
- Felt disks for all Junior High classroom chairs
- Replacement microwave for the teacher's lounge
- Paint for hallways, cafeteria and gym (the hallways will be done again halfway through the school year, right before Open House)
- Complete painting of the library
- Wall pads for the end walls in the gym
- Pole pads for swing sets on playground ( on order; will be installed upon arrival)
- Small Freezer for 1<sup>st</sup> grade

In addition to the above Wish List items, we are pleased to report that since the PTC exceeded expectations in revenue generated for the auction, we were also able to :

- Purchase new carpet for the library
- Cover three-fourths of the expense for new lockers for the Junior High (on order; to be installed over the long weekend in October)



Scrip coordinator, Paula McAfee, sells Scrip at arrival and dismissal times. You can also order your Scrip ahead of time to be picked up in the school office during the day.

## FINANCIAL DEVELOPMENT

Thanks to those who have helped with the preparations for the Spirit Store: Susan Truxal, Virginia Schmidt, and Gayla Bozarth for their input on the new arrivals.

Thanks to those who have step forward to help in upcoming work: Maureen Mouer and Sharon Campbell.

### Mustang Spirit Store Opening Dec. 4th!

With much enthusiasm we are excited to announce the opening of the Mustang Spirit Store on December 4th. The Mustang Spirit Store will be located across the hall from the school office in what is now known as the PTC closet. Over the next few weeks will be beautifying our store and filling it with new merchandise. Along with the opening, we will be having a "Blow Out" sale! You will be able to get some fantastic bargains, so you won't want to miss this great sale.

The Spirit Store will be open every Friday morning from 7:30-9:30am and Friday afternoons from 2:00-4:00pm. There will also be special hours depending on what activities are being held at the school or games taking place in the gym. In fact, we will be open the night of December 4th from 5:00-9:00pm in conjunction with the MID 4 on 4 Basketball Tournament. We will continue to monitor our hours and will adjust them as we see fit.

During the grand opening, we will present new designs on great new shirts, caps, jackets and sweats. The Spirit Store will also be purchasing all non-uniform athletic t-shirts for the various DPL sports, and will provide them for the team members as well as for the fans.

We are still looking for volunteers to work the Spirit Store and to help with the order forms and website pictures. Please contact Sandy Hughes or Holly Kerr if you would like to be involved.

■ Kroger's manna program brought in  
■ \$1604.25 last year.

■ Ink cartridges & cell phone recycling  
■ earned \$355.90 last year.

### SMALL STUFF

These year-round collections help our school with a minimum of effort!

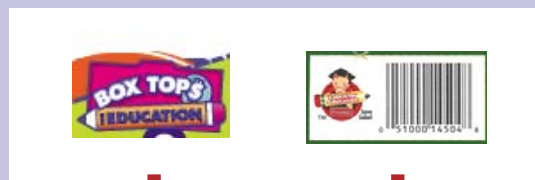


**Grocery Programs:** Krogers donates 4% of your purchases when you scan your manna card. Tom Thumb donates 1% of your purchases when your reward card is linked to MIS. Albertsons donates a percentage when your Community Partners card is scanned.



**Campbells Soup Labels:** These also benefit the PE department. Please look for these labels on all Campbells products, Prego pasta sauces and Pepperidge Farms products.

**Box Tops for Education:** A large variety of products contain a Box Tops for Education Label. Each label is worth 10 cents to MIS.



**Empty Inkjet Cartridges:** Through an inkjet cartridge recycling company called Empties4Cash, empty inkjet cartridges we usually throw away can be recycled and remanufactured. MIS gets paid up to \$4.00 for each empty inkjet cartridge that has a print head.

**Used Cellphones:** Donate your old cell phones (working or not!) and they will be recycled in accordance with EPA regulations or refurbished and sold. MIS is given money for each phone!

Collection boxes are located in front of the library.

■ We earned \$1376.70 in  
■ box tops last year ■

■ Campbell's soup labels can be used for various items  
■ from office supplies, art supplies, PE items and more.  
■ We now have a balance of 41,637 labels!

## VOLUNTEER RELATIONS

### New Family Awareness

In late September, a new program for Mary Immaculate School was introduced: New Family Awareness. New Family Awareness is an intimate social gathering where all new families can hear of the opportunities we have available to them in the areas of time, talent and treasure. At these gatherings, the new families are welcomed by the Principal and Pastor, and receive a volunteer sign up form. They also receive a tri-fold pamphlet titled *Meaningful Parent Involvement at MIS*, which outlines the different ways parents can be drawn in to our MIS community.

One goal for our Director of Development is to personally meet all new families, and let them know more about MIS without having to spend a year learning the ropes. This way, the new families can dive in deep from the time they start here at MIS! As we all know, private schools rely heavily on volunteers. Through volunteering we have formed the incredible Mary Immaculate community that we have all come to know and love.

## ALUMNI RELATIONS

Alumni associations build lifelong relationships between alumni and their alma mater and work to make their former school the strongest academic institution possible.

### Alumni Passion

Alumni passion for school is generally more common with a high school or college alma mater...but at Mary Immaculate School, that alumni passion is growing!

With the start of the Director of Communications position came the re-birth of the MIS Alumni Association. Begun in 2002 under the direction of Martha Curran Mehl '79, the association began reaching out to alumni through newsletters, an All Class Reunion event, and an appearance on the school website. After the event, however, the association lost steam and alumni failed to come forward to spearhead a 50th anniversary event.

Past efforts to find alumni have been hampered by the fact that there are no written or electronic records of students prior to 1980. Family directories and yearbooks were not published between 1959 and 1980 by the school, and class records from these years could not be found at the school nor at the diocesan office. Alumni from within those years have pulled together to identify classmates from memory and from photographs, but few have been found from the early 1970s, and even fewer have been identified from the 1960s.

Over the past two months, attention to reviving the association has focused on creating a fan site on Facebook, corresponding with alumni who have created and are maintaining Facebook groups and updating the existing database of alumni. Lisa Leos, MIS class of 1991 and current MIS mom, has stepped forward to identify and coordinate class reps from each of our 50 graduating classes.

Upcoming plans include creating an electronic newsletter to support alumni communications, enhancements to our current alumni web pages, creation of an MIS Moms Club, and limited support of alumni class reunions. Discussions regarding another All Class Reunion event have also taken place, but have been postponed pending identification of more class reps.

Presently at MIS, we have over 35 families...roughly 10%...that have a parent who went to MIS as a child. Most of these parents graduated in the late 70s and early 80s and have returned with their children seeking the Catholic affirmation, community bonds and quality education that they remember from their years at MIS. We invite these parents to come forward to be a part of the MIS Alumni Association and help their classmates form the same lifelong relationship.

*Below is an email from alumni, Julie Pham '98, after her return visit to MIS this past September:*

Dear Mrs. Minigutti,

Sorry this email is so late!!! I was busy orienting to my new job in Infectious Disease! It is super fun learning about bugs, antibiotics, and viruses! I remember just the other day I was learning all the basics of microbiology in your science class in 7A.

Anyway Joey, Br. Jacob, very much enjoyed his time here and the highlight was definitely visiting our old teachers and MIS. He and I spoke extensively on how private Catholic school especially Mary Immaculate has formed our faith and our vocation. We both agreed that without all of your dedication to our education as well as our formation as Catholic people of integrity, we would not be who we are today.

Through Facebook we have found a lot of our old classmates and they are all very successful and genuine good wholesome people. It's nice to be in touch with them again and see how everyone is doing. Anyway whenever you get the chance with your busy schedule please forward me the pictures and I'll forward it to Br. Jacob's superior so he can take a look as well.

Thank you again for your impact on both of our lives, but especially in mine. God Bless you and everything you do!



## MIS Calendars on Google Calendars

Ever wish for a calendar that could combine MIS school days off, your son's scout events and your daughter's volleyball schedule? It's tough to keep up with writing it all down!

Well, if you haven't tried Google's on-line Calendar, you might want to take a moment to check it out! We are providing all our school-wide and group-specific calendars via Google Calendar System so that you can pick and choose MIS calendars (events, grades, sports, etc) that are particular to your family's needs.

You will then be able to view all of them combined together in one calendar...and can even add in your own personal family calendar so that all of your scheduling is together in one place! These calendars can be accessed from anywhere that you have access to the internet. They can also be migrated to other calendar systems, including MS Outlook, Apple iCal, Yahoo Calendar and many phone calendars.

It is very user friendly and only takes a few minutes to set up...and it will save you much time in the future. You can also print out your choice of calendar: daily, weekly, monthly. To get started, go to [www.mischool.org](http://www.mischool.org) and click on the *Calendar* menu; then click on *All via Google Calendars*.

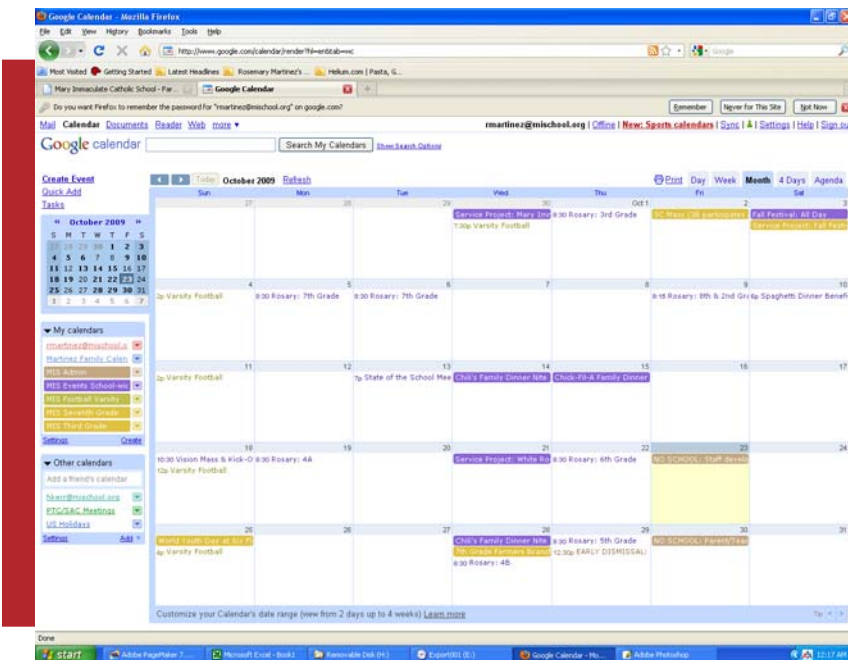
## Letting Grandparents in on the Action

A lot more than reading, writing and 'rithmetics goes on at MIS and grandparents/grandfriends love to hear about their grandchildren's school lives. However, the busy activities of our daily lives often get in the way of sharing this information with them. So, in fall of 2004, MIS published it's first GrandNews newsletter to offer grandparents the opportunity to open dialogue with their grandchildren at MIS.

Each GrandNews newsletter since has revolved around an informational theme to connect grandparent with grandchild in activities such as stewardship, creating memories, encouragement, etc. In GrandNews, we also offer information on volunteer opportunities that are available to grandparents, and provide information on our Vision Annual Giving Campaign.

This year's edition (our 6th), which will be sent to known MIS grandparents in January, focuses on connecting with grandchildren through technology.

If you have a special "grandfriend" that you would like to have receive a copy of this newsletter (either electronically or in print), please send their contact information to Rosemary Martinez at [rmartinez@mischool.org](mailto:rmartinez@mischool.org).



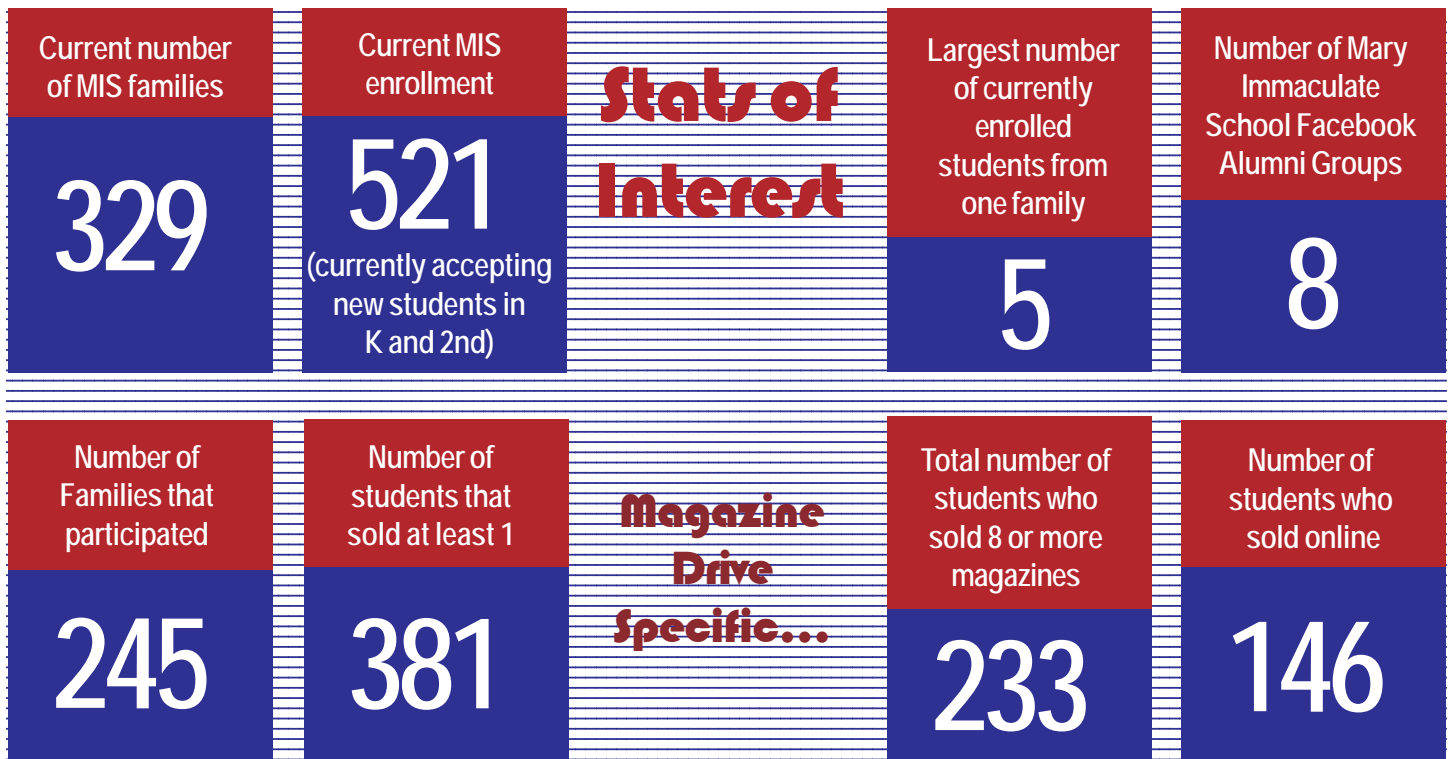
You can create a custom calendar for your family with our google calendar template. Within moments, you can view school-wide activities, grade-specific events and sports together in one view, and even add in your own family calendar. Hide or view the different areas as needed!

## How MIS Parents Can Market their School

With today's questionable economy, we are doing our best to keep tuition costs down and the chairs in our classrooms filled...but without a community-wide approach to marketing, this recession may eventually pay a toll on MIS. Ask any local business owner what the best approach is to take in advertising their company, and they will tell you it is by word of mouth. The same thing applies to our school: the best way to promote MIS is through how our school community presents MIS.

Parents believe other parents more readily than school staff or marketing materials, so what you do and say about MIS will leave a substantial impression. With that in mind, below are ways you can promote our school:

- **Be knowledgeable.** Take it upon yourself to learn how the school operates. Be able to provide basic information on MIS, including the website address and phone number of the school office in case you are asked for information you don't readily know. Volunteer at MIS so you can feel the energy of the faculty/staff and learn how they spend their time.
- **Be proactive.** If you have someone ask you about the school, pass the person's name on to the Office of Advancement so they can send follow-up information to the individual...or pick up information from the office that you can pass along in person. Invite parents of preschoolers to attend our open house, or call the Office of Advancement to arrange a tour of the school for them.
- **Be a champion.** Speak about your school, faculty and staff in a positive light. Remember that negative comments resonate on the listener's ears long after the speaker has forgotten the reason for the comment. If you need to, sympathize with other MIS parents who feel the urge to vent, but don't fuel their fire.
- **Lead by example.** This is especially pertinent at school events or when wearing MIS spirit wear. The impression our coaches and parents make upon others at sporting events lasts far beyond the playing field. Reframe from making disparaging remarks or aggressive actions that will be seen by other adults, and more importantly, by children. Other ways of leading by example include volunteering at the school and participating in parish liturgical celebrations. Even something as simple as picking up a piece of trash in the parking lot can show your pride in the school and have a ripple effect on others.
- **Act upon the positive.** Share the good things that are happening at MIS with others, both at school and in your neighborhoods. Thank faculty and staff for their efforts, especially when they go above and beyond normal activities...and nominate your favorites for the Work of Heart award. Post your good news on Twitter or Facebook...let your positive attitude spread!
- **Prepare successors.** No matter how effective you are, your child will eventually age out of the school. Who will carry the torch when you move on? Don't leave it to chance...encourage others to promote MIS as well!



## About the MIS Office of Advancement

"Advancement" is the term used to describe the various efforts to build relationships that advance the aims of a school, college or university. The MIS Office of Advancement encompasses many different programs and activities, all with one common purpose: building a stronger school, one that is known for its past successes and respected for its future promise. Key functions of the MIS Office of Advancement includes:

- **Development:** pursuing funding from the government, corporations and organizations as well as contributions from individuals.
- **Communications:** keeping families, staff and faculty informed about what's happening on campus and promoting events through the news media.
- **Marketing:** positioning MIS in the marketplace to support student recruitment and other objectives.
- **Alumni relations:** forming bonds among graduates and keeping alumni connected with our school.
- **Volunteer Relations:** working closely with the various volunteer groups to build community and otherwise support the school.

Advancement  
Office Hours:  
Monday - Friday  
7:30am to 3:30pm

Holly Kerr, Director of Development,  
is in-office on  
Mon, Wed, Fri and  
can be reached via email at  
hkerr@mischool.org

Rosemary Martinez, Director of  
Communications, is in-office on  
Mon, Tues, Thurs and  
can be reached via email at  
rmartinez@mischool.org

972-243-7105 x20