

NAPSF

NEBRASKA ASSOCIATION OF PUBLIC SCHOOL FOUNDATIONS

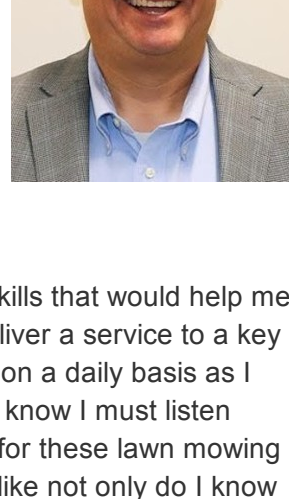
NAPSF News

March 2021

The fine line between “OK Boomer” & “Hello Millennial”... I have more questions than answers.

Lance Swanson, Cardinal Education Foundation

Like many teenagers I did lawn mowing for various people and businesses in and around my hometown. Eventually this gig worked itself into more odd jobs and assistive type tasks for a couple of my retired lawn customers. I remember how lucky and fortunate I was to get paid to just drive one of my retired “customers” to medical appointments and errands. Many times they would even buy my lunch! I remember thinking how awesome it was to be paid to eat a free lunch! I felt so lucky and important.



I was blessed in a way I had no idea of comprehending yet. I acquired skills that would help me for life including learning how to communicate and, more importantly, deliver a service to a key group called the “Greatest Generation”. These skills are still helping me on a daily basis as I navigate through situations in different and unique ways. For example, I know I must listen carefully and make sure I deliver. While I didn’t get paid a ton of money for these lawn mowing and “chauffeur” jobs, these experiences are still paying me today! I feel like not only do I know how to relate and work with this target audience, but how to connect with them as well.

“Every generation looks at the one behind them and thinks, ‘What’s wrong with kids these days?’”

Does this quote sound familiar? While it might sound like a description of the millennial generation today, it was actually the Baby Boomers’ critique of Generation X, my generation, when we were in our twenties (thirty-plus years ago). The more things change, the more they stay the same. There seems to be a kind of inevitable pattern: Every generation looks at the one behind them and thinks, “What’s wrong with kids these days?”

My birth year puts me at a unique spot, as some place me in Generation X, but I am actually on the edge of the Baby Boomers. I can typically relate to both groups, understand their needs and navigate myself through most conversations. Lynne Wester, Principal and Founder of Donor Relations Guru LLC, speaks about how Millennials are now making mortgage payments, raising kids and are pushing hard for major global and societal change. The Millennial generation seems more concerned with immediate issues, rather than institutional history, so they probably won’t give a donation just because a school foundation has been around for a while.

In many cases donors have expectations or give in hopes or with intentions of a return. Basically, there are strings attached to the gift. How do I single-handedly deliver social change and equity... if that is what the Millennials want? More than 25% of Millennials use a smartphone as their main source of content and entertainment, but they typically don’t use it as a phone itself. The only person they will answer an actual phone call from is maybe their mother. If they won’t even answer their phones when it’s someone they know calling, how are we supposed to reach them?

I realize I need to reorganize in order to create a better social media marketing presence that incorporates some popular peer-to-peer type fundraising tools. According to my research, extra positivity sprinkled everywhere with an “over-the-top” approach to online activity is what is needed. But time, lots and lots of time, is what I need to make this happen. Hmmm, maybe I am getting to the root of my problem? Perhaps I can find a Millennial that is willing to volunteer their time to help with social media?

Young donors generally don’t care about tradition, status, tax advantage, or anything other than actual causes. Millennials know that the responsibility is on everyone to fix the broken and problematic issues around the world, and they’re actively involved in these efforts. How do I make it so they feel that they can have an impact on their former school or their own child’s current schooling? If they want to play an active role in driving positive change, I need to create an opportunity for them to contribute to something they really, really care about.

I don’t know if millennials donate any more or less than previous generations, but they’re definitely more social about it. In this age of digital media, people post about every aspect of their lives. Naturally, that includes how and what they financially support.

If public school foundations are going to thrive it’s because they adapted to a changing environment of participants, who may interact and deal with giving and volunteering much differently. On a larger scale we need to make sure we are supporting the right things and think about the wording and perception of the message. As organization leaders we need to look at our communication tools and see what we can improve in order to engage the next generation of giving. But first, I think I will call my mom. @



NAPSF Coffee Talk

We had an inspiring guest speaker for our March Coffee Talk. Jona Van Deun gave us the rundown on the Nebraska Tech Collab and how they partner with school foundations across Nebraska to build tech skills in students.

Our next Coffee Talk will be **April 1, 9am - 10am**.

[Coffee Talk Zoom Link](#)

NASB Legislative Lunch & Learn

Join us via Zoom Conferencing on **Friday, March 26, 12 p.m. - 1 p.m. CST** for a lunch and learn session with NASB Director of Government Affairs, Colby Coash. Colby will discuss the impact of LB364 and answer any questions we have.

Currently, LB364 is in the Revenue Committee (chaired by Lou Ann Linehan who also sponsored this bill). It has been co-signed by Sens. Groene (North Platte) and Aguilar (Grand Island).

[Lunch & Learn Zoom Link](#)

New Webinar Hosted by NSFA - NAPSF Members Register for Free!

Get Your Board to Help You Fundraise—Even if They Don’t Wanna!

Kelly Medwich, Chief Business Development Officer Firespring
Tuesday, March 30, 2021 at 12pm CST

Topics Include:

- ◆ Assess your board’s fundraising personality
- ◆ Motivate your board members to fundraise
- ◆ Set goals and kick off campaigns
- ◆ Create individual plans they’ll rock
- ◆ Track without nagging
- ◆ Use goal attainment as board engagement

[Register for NSFA Webinar](#)

North Platte Public Schools Foundation Receives Anonymous Donation

Anonymous donor gifts \$20,000 to support tutoring program. Click the button to read the story. Congratulations to Terri Burchell and her North Platte team!

[NPPSF Story Link](#)

NAPSF Membership Benefits

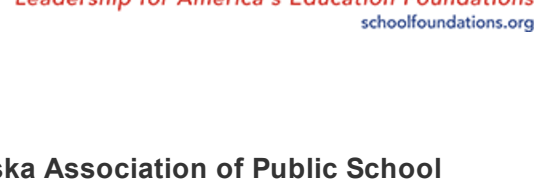
NAPSF Website - We Want to Hear From You

Does your foundation have an inspiring success story? Has your foundation been in the news? Do you have information or insight your peers would benefit from?

Submit your foundation stories, news, or articles [here](#) to be featured in upcoming NAPSF newsletters.

NSFA Membership

All members of NAPSF receive a NSFA membership. This includes free NSFA Webinars and discounts for NSFA conferences.



We are currently 32 members strong at the Nebraska Association of Public School Foundations. A list of our membership is below.

- Anselmo-Merna Public Schools Foundation
- Ashland-Greenwood Public Schools Foundation
- Aurora Public Schools Foundation
- Beatrice Educational Foundation
- Bellevue Public Schools Foundation
- Bennington Public Schools Foundation
- Cardinal Education Foundation (South Sioux City)
- Central High School Foundation (Omaha)
- Columbus Public Schools Foundation, Inc.
- Cozad Public Schools Foundation
- Creek Valley School Educational Foundation
- DC West Schools Foundation
- Elkhorn Public Schools Foundation
- Foundation for Lincoln Public Schools
- Gering Public Schools Foundation
- Grand Island Public Schools Foundation
- Hastings Public Schools Foundation
- Kearney Public Schools Foundation
- Millard Schools Education Foundation, Inc.
- Minden Schools Foundation
- Norfolk Public Schools Foundation
- North Platte Public Schools Foundation
- Northwest Education Foundation
- Ogallala Public Schools Foundation
- Omaha Public Schools Foundation
- Papillion La Vista Schools Foundation
- Pioneer Fund Foundation
- Ralston Community Schools Foundation
- School District 145 Foundation for Education (Waverly/Eagle)
- Scottsbluff Schools Foundation
- Wayne Community Schools Foundation
- Westside Community Schools Foundation, Inc.

Haven’t Become a NAPSF Member Yet?

The Nebraska Association of Public School Foundations is a state affiliate of the National School Foundation Association. This means that as a member of the Nebraska Association of Public School Foundations, you will get the discounted conference rate and all other full benefits of membership to the national organization as well as Nebraska. You pay one rate to Nebraska and get two memberships Statewide and National! What a deal!

[Learn more about NAPSF membership benefits](#)

NAPSF Event Calendar

NASB Legislative Lunch & Learn

When: Friday, March 26, 2021, 12:00pm - 1:00pm CST

Location: [Lunch & Learn Zoom Link](#)

NAPSF Board Meeting

When: Tuesday, March 30, 2021, 10:00am - 2:00pm CST

Location: Waverly

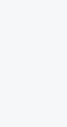
Note: Our goal is to hold this meeting in person. If we are unable to do so, the board meeting will be held via Zoom Conferencing. You will be notified of any changes.

NAPSF Coffee Talk

When: Thursday, April 1, 2021, 9:00am - 10:00am CST

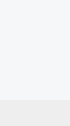
Location: Zoom Meeting - [Coffee Talk Zoom Link](#)

Questions or Comments? Contact NAPSF [Here](#).



-- NAPSF -- 123 S Webb Road Grand Island, Nebraska 68803 -- 308-385-5900 --

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