



Growing from the Grassroots

by Whitney Namm Pollack,
Director of Institutional
Advancement and Alumni

When I arrived at Fieldston over one year ago, I started my experience by talking with and listening to parents, alumni, grandparents, past parents, and colleagues across the school. Three major themes emerged from these conversations: We needed to make parents and alumni feel great about giving to the school; to help donors understand how their contributions are being used; and to integrate the department more with the rest of the school.

Over the past year, we focused on two major initiatives to help address these issues. Together with leaders from both of these groups, we have launched PAVE (Parent Annual Fund Volunteer Effort) and are in the midst of redesigning the AVN (Alumni Volunteer Network). PAVE is functioning in full force with nearly 100 parent volunteers with the mission of increasing personal connections across the community and raising awareness of the role of philanthropy at ECF. We are further defining the role of the AVN to better reflect our diverse community and create more meaningful volunteer opportunities for our talented alumni.

The efforts of PAVE and the



PAVE volunteers Kebli Harding Woodruff '90 and Jed Bonnem reach out to fellow parents at our December 2009 phone-a-thon.

AVN are informed by our newly set participation goals for the ECF annual fund. For parents, we are seeking to add 10 new donors per grade, or 210 parent donors to the annual fund for a total of 80 percent parent participation with the long-term goal of 100 percent participation. For alumni, we are working to add 205 new alumni donors and increase alumni participation by 12 percent. The annual fund provides vital, unrestricted resources to the school. Our community's discussion about philanthropy continues, and we welcome all voices. Please email me at wpollack@ecfs.org if you'd like to join in the dialogue.

Reunion Re-imagined

On January 27, 43 alumni volunteers from classes ending in 0 and 5 joined Toby Himmel, director of alumni relations, and Sarah Danzig Simon '96, director of alumni giving, to kick off the 2010 reunion planning season with

a robust volunteer orientation. In addition, five alumni volunteers joined the session by conference call. The reunion planning meeting, the largest in school memory, was a wonderful show of enthusiasm for Fieldston.

Himmel and Simon presented the overhauled reunion program, which includes individual class parties, preceded by a presentation for all, "Revisiting 1970: The Student Takeover of the Fieldston Campus." This new program incorporates feedback from an extensive survey conducted after the 2009 reunion. They reviewed ideas and strategies for increasing class attendance at the event, making each class's reunion unique, raising funds at reunion for

the annual fund, and using social networking for planning purposes and volunteer opportunities. The response was enthusiastic, and several committees have already made great strides in contacting their classmates, organizing additional off-campus events, and beginning their fundraising efforts. Reunion 2010 promises to be a wonderful experience for all those alumni celebrating milestones and a turning point in our alumni program. This year's reunions will take place at Fieldston on June 5, 2010.

Eagle TV Spreads Its Wings

This past fall, with a grant from the Altschul Foundation, ECF was able to expand Eagle TV, the student-run news show, by adding important technological resources to support the production work, which is done entirely by students. The Altschul Foundation contributed five new MacBook Pro laptops, which have helped expand the number of students who are able to edit new segments for each show and increase the number of shows produced each year. Film production and broadcast journalism teacher Adam Watstein noted, "The new MacBooks help students continue to grow as Final Cut Pro editors." For more on Eagle TV and Fieldston's expanding film program, go to page 11.

