



LA SALLE'S CATHOLIC ELEMENTARY SCHOOL INSTITUTE
PRESENTS: "SUSTAINABILITY OF CATHOLIC EDUCATION"
A FINANCE AND DEVELOPMENT WORKSHOP

THURSDAY, NOVEMBER 5, 2009 - 4 P.M. TO 7 P.M.

We invite Catholic elementary and middle school principals, development directors, event coordinators, financial managers, bookkeepers, pastors, board members and volunteers to La Salle's campus for the finance and development workshop "Sustainability of Catholic Education."

PROPOSED WORKSHOP AGENDA

- 4 p.m. Welcome, Prayer and Introductions
- 4:15 p.m. Overview of La Salle's Partners in Education Program
- 4:25 p.m. "How Do We Communicate Value?"
 - Why focus on Value Messaging?
 - Who is our audience?
 - What IS the value of Catholic Education?
 - How do we communicate this value?
- 5 p.m. Break-out Sessions (Choose One)
 - **Financial Sustainability**
Current Challenges, Key Drivers, Budget Strategies and Planning Tips
 - **Branding and Messaging**
Developing a Brand, Tailoring Your Brand, Evaluating ROI
- 6 p.m. Q & A Session and Networking Opportunity

This is an interactive workshop. Attendees will be encouraged to share their thoughts, comments and questions regarding the agenda topics outlined above. We look forward to seeing you there!



"SUSTAINABILITY OF
CATHOLIC EDUCATION"
WORKSHOP

THURSDAY, NOV. 5, 2009

LA SALLE'S HAMERSLY
LIBRARY

4 P.M. - 6 P.M.

Cost: Free

Q & A / NETWORKING HOUR

6 P.M. - 7 P.M.

Cost: \$10 per optional boxed sandwich. Beverages provided.

Registration deadline: Oct. 30th

La Salle Catholic College Prep
11999 SE Fuller Road
Milwaukie, Oregon 97222
503.353.1426 phone
503.496.1754 fax
www.lshigh.org

Name(s) of participant(s): _____

School: _____ Title/Position: _____

School Address: _____

Phone Number: _____ E-mail: _____

Number of Participants: _____ Number of boxed sandwiches @ \$10 each: _____ Number of vegetarian meals: _____

Check enclosed payable to La Salle (only if ordering optional meal).

Please charge my MasterCard/Visa for the cost of the meal(s): _____

Expiration Date: _____ 3-digit code on back*: _____ (*Found on the back of the card - last three digits)

Please detach completed form and mail with check (optional) to Katie Allen, La Salle Prep, 11999 SE Fuller Road, Milwaukie, OR 97222 or fax completed form with optional credit card information to 503.496.1754.

