



NAA Foundation Best Practices:
NIE Fundraising and Sponsorships
Holocaust Project

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Fundraising Best Practice	
Project name	Holocaust Project
Goal	To raise funds for the Sun-Sentinel NIE program. Also, to provide a much-needed curriculum to local schools, to increase brand recognition and Web site traffic, and to work in partnership with community organizations.
Target Age/Audience	Middle- and high-school students/teachers, their parents and anyone else with an interest in Holocaust education.
Tactics	Run ads in the Sun-Sentinel asking for donations for the program. Direct mail campaign to previous donors.
Resources Required (including staffing and number of hours)	Sponsorship coordinator (five hours), in-paper coordinator (15 minutes), artist (one hour), finance (one hour), contractor for data entry of donor names/addresses (20 hrs).
Results (including revenue generated)	This program has been successful for several years now. We have raised more than \$12,000 in a given year.
Lessons Learned (Would you do it again? If no, why not?)	Yes! This is a simple program with a good return. We receive a lot of calls asking about it, and we always run out of the curriculum. It's a hot commodity!