



NAA Foundation Best Practices:
NIE Fundraising and Sponsorships
Fresh Ink (weekly page for high school students)

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Newspaper's name	Erie Times-News
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Fundraising Best Practice	
Project name	Fresh Ink
Goal	<p>To get a dedicated group of high school students involved in writing and illustrating a weekly page.</p> <p>Students choose all topics, which include self-esteem, academic stress, applying to college and more. Stories can be in first-person essay form or written like an actual news story with interviews. Movie, music, restaurant, book and theater reviews are also accepted.</p> <p>The goal is to bring sponsored copies of the Thursday newspaper with the Fresh Ink page to as many local high school students as possible.</p>
Target Age/Audience	Grades 9-12
Tactics	<p>Along with an NIE Board member who works at the local chamber of commerce, I approached Highmark Inc. about possible sponsorship. I pitched the program as not only a much-loved literacy initiative that helps kids become better readers and gets some involved in an educational project, but also as a vehicle to tell the community about Highmark's initiatives. In addition to putting the Highmark logo on the bottom of the page, student writers will interview employees at the Caring Place, a site where those who are grieving the loss of a loved one may seek support. This will be the lead article on a page about grieving. There may be other ways we can tie in what Highmark is doing in the community to what the kids want to write about; I just don't know them yet.</p>

Resources Required (including staffing and number of hours)	12 hours to meet with the Highmark rep and to write up a proposal afterward that included a Fresh Ink page mockup.
Results (including revenue generated)	\$5,000 to fund NIE newspapers
Lessons Learned (Would you do it again? If no, why not?)	I will always look for a way to seamlessly promote another company or organization's mission on the NIE page. If you pick the right sponsor, your missions will probably align, which will only result in benefits for both of you. The organization gets publicity; your editorial content is strengthened. Also, it very much helps to create a mockup of your NIE page with the organization's logo on the bottom. Let them know how many weeks the logo will appear, too! I also list all sponsors on my NIE Web site and include their logos in an annual thank-you ad that runs in the Erie Times-News.