



NAA Foundation Best Practices:
NIE Fundraising and Sponsorships
Invest in Your Future

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Fundraising Best Practice	
Project name	Friday page: Invest In Your Future
Goal	To provide 5,000 students with copies of the Erie Times-News each Friday during the school year. Fridays include "Invest in Your Future," a special NIE page about financial literacy and work force readiness. This page requires at least \$25,000 in funding per year.
Target Age/Audience	Local students, grades 6-12
Tactics	<p>This page lacked a strong career focus, and I thought it could benefit from a "Career Corner" in which local people talked about their jobs. I wanted to highlight jobs in growth markets (such as health care and education). I also wanted to ask people what they most like about their job, what qualities are needed to succeed in that job, and what education they received to obtain that job.</p> <p>To make this happen and to gain new funding for NIE, I pitched an idea to local colleges. I asked them to send me a photo and contact information for one of their graduates so I could interview a new person each week. I would then include that this person obtained their education at that institution. It would be a win-win situation for both of us: I would have easy access to an interview and the school would gain exposure among students with college on their minds.</p> <p>I contacted several institutions over the summer in the hope that I could get both a junior college and a traditional four-year college on board. In the end, only one associate degree school, Erie Business Center, said yes.</p>

Resources Required (including staffing and number of hours)	I am the only person in charge of NIE at the Erie Times-News, and I would say I spent about 12 hours over the summer querying various institutions in the region. I also spent about half an hour interviewing and completing write-ups on "Career Corner" subjects every other week (14 weeks total).
Results (including revenue generated)	\$5,000 earmarked for Friday newspapers for students.
Lessons Learned (Would you do it again? If no, why not?)	Erie Business Center reports that they received a nice response from the "Career Corner" features, so I will definitely invite them to continue this partnership next year. I will also approach the four-year institutions again over the summer; many expressed interest in the "Career Corner," but their tightened budgets prevented them from signing on.