

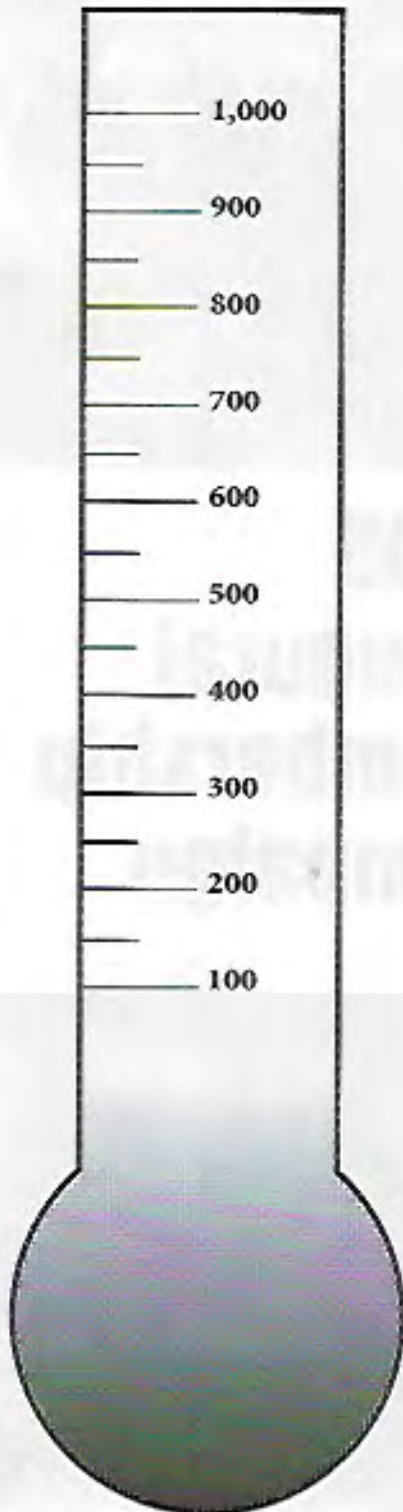


**2005
Inaugural
Membership
Campaign**

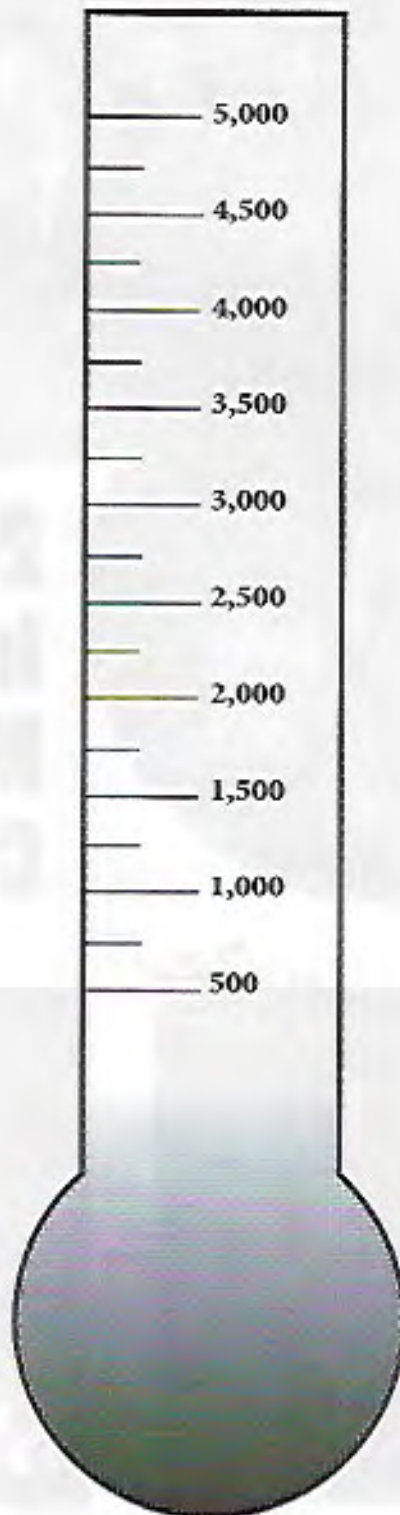


Enter to Learn • Leave to Serve

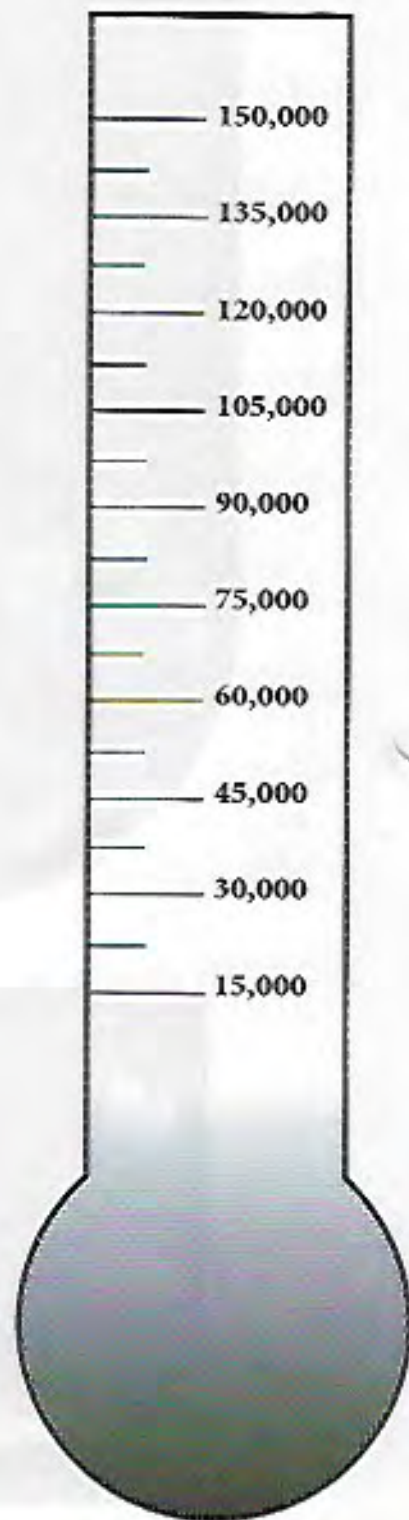
Membership GOAL



Contact GOAL



Revenue GOAL





2005 Membership Campaign HANDBOOK

Preface

By accepting the position of a volunteer in the upcoming annual Membership Campaign for the Christian Brothers Alumni Association, **you have become a member of The Team.** This is a very important position, and your efforts directly affect the way our program will operate in the coming years.

This handbook has been prepared to assist you in soliciting funds for our scholarship program. Not all the suggestions, tips, etc. will be useful for your specific situation. However, by following the enclosed guidelines, you will be able to raise money for our program and play an integral part in the Christian Brothers Alumni Association's 2005 Membership Campaign.

We thank you for your involvement!

*THE JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP
... IN THE RIGHT DIRECTION*

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To All Membership Campaign Participants:

On behalf of the Alumni Association, I wish to thank you for your assistance in this organizational project to enlarge our active membership rolls. In the last 50 years, Christian Brothers has changed greatly. It moved to its present location, became co-educational and enlarged to over 1,000 students.

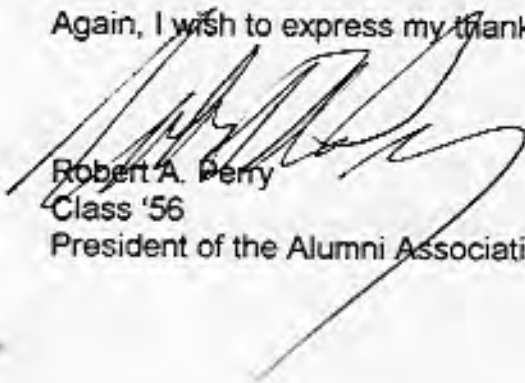
More importantly, the cost of educating these students, an education second to none, has increased a thousand fold. Also, from a financial standpoint, the Christian Brothers winery is no longer a source of funding as it had been in the past.

With almost 8,000 Alumni on our rolls, this Campaign is designed to bring these facts to these Alumni and make them active participants in the Alumni Association by becoming members of the Alumni Association.

By having Alumni dues, the Alumni will be a direct participant in the funding, not only of Alumni Activities, but the educational endeavors of the school. It will also do away with necessity of the Annual Alumni Appeal.

We have designed this Campaign as concerted 30 – 45 day effort in which to contact our Alumni and get them on board.

Again, I wish to express my thanks.



Robert A. Perry
Class '56
President of the Alumni Association

Membership Campaign 2005

Objectives

To raise sufficient funds to support Christian Brothers High School student programs in order to help produce a legacy reflecting Christian Brothers' core value – *Enter to Learn, Leave to Serve.*

Goals

A. Campaign

- | | |
|----------------------|-----------|
| 1. New PAID Money | \$150,000 |
| 2. Total NEW Members | 1,000 |

B. Individual Participant

- | | |
|----------------------|----------|
| 1. Total NEW Dollars | \$ 1,500 |
| 2. Total NEW Members | 10 |

Campaign Committee

A. Chairperson:

Kevin Crossland '69 – Work: TBA Fax: TBA Email: TBA

B. Conference Commissioners

Dave Macko '92, **Blue** Home: 455-9636 Fax: 452-7100
Email: damacko@hotmail.com

Bobbi Pires '76, **Red** Work: 361-9585x231 Fax: 361-9821
Email: bjpires@aol.com

C. Christian Brothers Alumni Association

Larry Cline, Campaign Coordinator

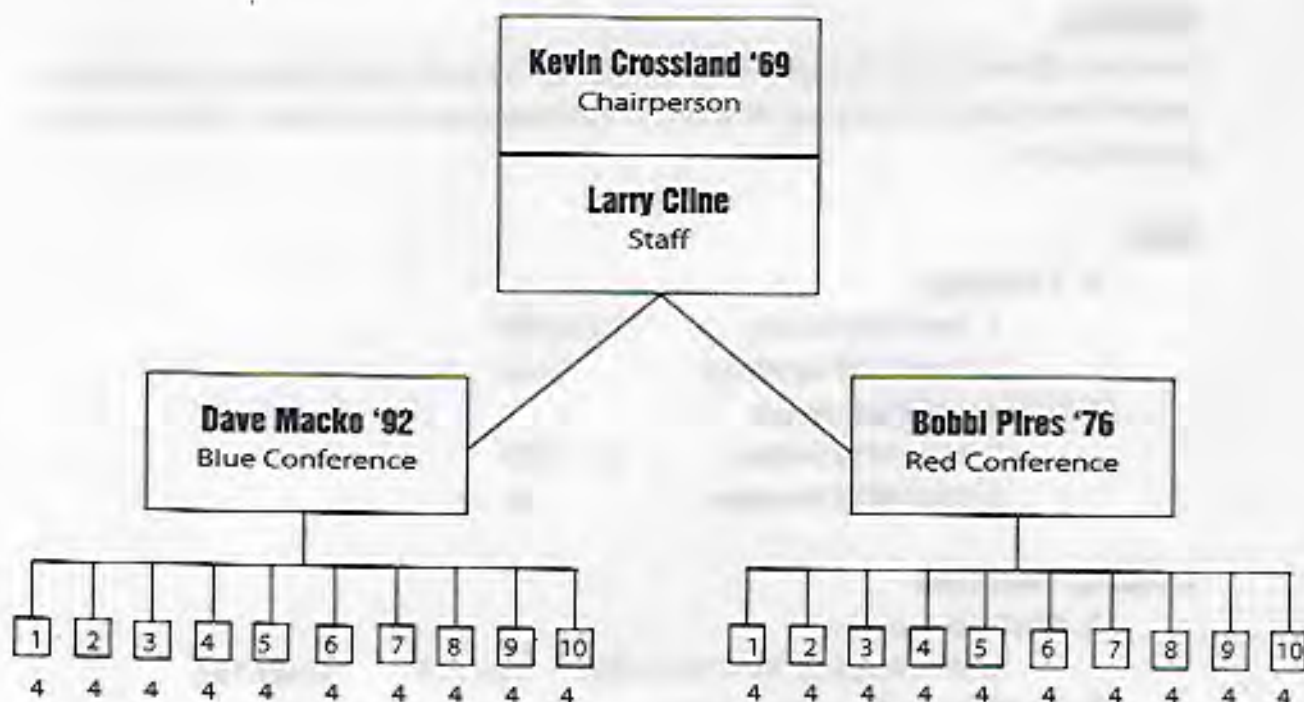
Office Staff

Larry Cline, Director of Alumni Relations
4315 Martin Luther King, Jr. Blvd
Sacramento, CA 95820
Phone: 733-3647 Fax: 733-3609
Email: lcline@cbhs-sacramento.org

Schedule

- | | | |
|---|------------------|--------------------|
| February 15: Captain's Meeting | 5:30 – 6:30 p.m. | SMAT Wing - Lounge |
| March 9: Campaign Kick-Off
(Hors d'oeuvres & Beverages) | 5:30 – 7:00 p.m. | CB Cafeteria |
| April 8: End of Campaign | | |
| May 4: Victory Party
(Food & Beverages) | 5:30 – 7:30 p.m. | Location TBA |

Membership Campaign 2005



Format

Consists of 100+ volunteer workers (20 teams of 5 people) who will be responsible for obtaining new PAID memberships during the four-week period. There will be incentive prizes for the workers, rewarding the top producers with the most money, most members, top captain, top team, etc.

Target Areas

All graduates of Christian Brothers High School, Bishop Armstrong High School, Bishop Manogue High School and St. Josephs Academy.

Incentive Prizes

Top Producer, Most Money

Top Producer, Most Members

Top Producer, Most Contacts Made

Top Commissione, Most Money

Top Captain, Most Team Money (each conference)

Top Team, Most Money (each conference)

\$500, New Paid Money

\$1,000, New Paid Money

\$1,500, New Paid Money

Special drawing for every \$100 + Membership Secured

Team Captain Responsibilities

To insure success in providing an outstanding faith-based education and to produce a legacy reflecting Christian Brothers High School's core value - Enter to Learn, Leave to Serve - WE NEED YOUR HELP.

For a membership campaign to be successful, there are many vital elements that must be combined for maximum results. The TEAM CAPTAIN is definitely a very important element in the entire campaign!

As a TEAM CAPTAIN, these are your responsibilities:

1. A team consists of yourself and four other members that you recruit to solicit CB Alumni Association annual memberships. It is suggested that you select "doer" type people to make your team effective. Quality and enthusiasm are the important ingredients to a successful team.
2. Encourage your team players to attend the Kick-Off Meeting and to progressively work at making their calls or contacts, and to achieve their individual goal of at least ten new PAID members totaling \$1,500 in money.
3. Distribute packets promptly to those players unable to attend the Kick-Off Meeting and support them throughout the four-week campaign.
4. Be the link of information between the committee and your team.
5. Secure team players' home addresses, email addresses, day and night phone numbers, and their SHIRT/SWEATER size.
6. Be sure that you, as a TEAM CAPTAIN, secure a commitment from each team member that they want to participate in the campaign. It is necessary that all participants make a commitment. A half-hearted attitude—whether it be toward a game or a job—is always a mistake!
7. Help players with leads and check on their progress each week.
8. It's very important to get players to turn in their new PAID members each by Friday at 5:00 p.m. in order to have the weekly report updated.

***IT IS NOT ENOUGH TO SEE THE POSSIBILITY,
YOU MUST BECOME THE POSSIBILITY***

Player Instruction Sheet

GOALS

1. It is extremely important to the success of this campaign that all participants include their own personal contribution. No participant will be eligible for prizes unless she/he includes her/his own personal PAID membership by April 8th.
2. Sign up ten (10) new members, including yourself.
3. Total new PAID money of \$1,500.

Please turn in a list of your new members by Friday of each week so that we may record our campaign progress and send a weekly report to all players. Mail your list of new members to:

LARRY CLINE, Director of Alumni Relations
4315 MARTIN LUTHER KING, JR BLVD
SACRAMENTO, CA 95820

You can also FAX or email your list to: (916) 733-3609 • lcline@cbhs-sacramento.org

Helpful Hints

1. Encourage all of your prospects to participate in a membership, preferably at the Gael Level (\$250), or at least at the Falcon Level (\$100).
2. Know as much as possible about the Christian Brothers Alumni Association and be familiar with membership levels and benefits (this manual should be helpful).
3. Memberships are partially tax-deductible. Contributors will have to check with their own tax advisors for details.
4. After soliciting a membership, ask the donor for the names of some potential prospects that may be interested in supporting Christian Brothers. A sure question to ask is "Do you know anyone else who might be interested in joining the Christian Brothers Alumni Association?"
5. Pledges do not count toward our goal. PAID Memberships need to be secured. Encourage payment via check or credit card before April 8.
6. The Christian Brothers Alumni Association office will be responsible for providing new members with their benefit packages, so those communications will come from our office throughout the years.
7. SIGN YOUR NAME ON THE MEMBERSHIP FORM IN ORDER TO RECEIVE CREDIT.
8. The membership you are securing from each person is an annual contribution.

Recruiting Members

HOW TO FIND MEMBERS

For the Christian Brothers Alumni Association's Membership Campaign to succeed, we must have new members each year in addition to renewals. To do this, you must ask people to join.

Remember, just be yourself and ask as many people as you can. In addition to helping the Alumni Association, donors receive many attractive benefits as outlined in the Membership Campaign brochure.

DONOR CHECKLIST:

Have you contacted all these people?

FRIENDS AND FAMILY

- | | | |
|------------------------------------|---|---|
| <input type="checkbox"/> Relatives | <input type="checkbox"/> Personal Friends | <input type="checkbox"/> Family Friends |
| <input type="checkbox"/> Neighbors | <input type="checkbox"/> Friends at Work | |

LOCAL BUSINESSES AND PROFESSIONAL PEOPLE

- | | | |
|--------------------------------------|--|--|
| <input type="checkbox"/> Doctor | <input type="checkbox"/> Insurance Agent | <input type="checkbox"/> Restaurant Owner |
| <input type="checkbox"/> Dentist | <input type="checkbox"/> Accountant | <input type="checkbox"/> Clothing Stores |
| <input type="checkbox"/> Lawyer | <input type="checkbox"/> Clergyman | <input type="checkbox"/> Shoe Stores |
| <input type="checkbox"/> Banker | <input type="checkbox"/> Dry Cleaner | <input type="checkbox"/> Stationers |
| <input type="checkbox"/> Realtor | <input type="checkbox"/> Car Repairman | <input type="checkbox"/> Bookstores |
| <input type="checkbox"/> Grocer | <input type="checkbox"/> Tire Dealer | <input type="checkbox"/> All Businesses |
| <input type="checkbox"/> Pharmacists | <input type="checkbox"/> Broker | <input type="checkbox"/> Utility Employees |

HELPFUL HINTS

- Have Fun!
- Make a friend, be courteous, don't argue
- Don't pressure, but rather use a soft sell
- Be enthusiastic. The sparkle in your voice is the impression you make on the prospects.
- Don't assume anything; spell out everything
- The most effective approach is the personal individual approach
- People respond to people asking for memberships of an organization.
- Peer pressure and peer competition are tools for success

THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT!

Recruiting Members

B. GUIDELINES FOR SOLICITING NEW MEMBERS

1. Introduce yourself and identify your role in the Membership Campaign (e.g. "My name is John Smith and I am a volunteer for the Christian Brothers Alumni Association's 2005 Membership Campaign").
2. If you are calling from a list provided by the Membership Campaign, acknowledge that business or individual's connection to that list and how it applies to our Membership Campaign (e.g. "I see that you have given to the the Alumni Appeal").
3. Identify the need for membership. Emphasize the need for good programs for high school students in Sacramento and how Christian Brothers Alumni Association reaches out to ALL students, no matter race, income or ability. State how their membership helps provide these programs.
4. State how the party you are calling can help by joining the Christian Brothers Alumni Association. Outline the benefits as stated in the Membership booklet, including tax savings, investment in our youth, social interaction, entertainment, and community involvement.
5. Ask for the Membership. Answer any questions about levels of membership and prices. Keep in mind their particular financial situation if it is known.
6. Closing the deal: If a Membership is pledged, make arrangements to deliver the Membership Form and pick up the payment personally if possible. At the least, make arrangements to mail the form and tell them where to return it. Emphasize the **April 8** goal or deadline for receiving payment. If the party is not interested in a membership, try to politely and tactfully ascertain the reason. Offer any possible solutions to their objections.
7. Ask for the names of anyone that the party thinks might be interested in an Alumni Association membership. Always thank them for their time, regardless of the outcome.

C. WHY JOIN THE CHRISTIAN BROTHERS ALUMNI ASSOCIATION?

A contribution to the Alumni Association's 2005 Membership Campaign provides:

- An **INVESTMENT** in the youth of our CB community. Monies provide opportunities for our Sacramento youth, which continues the rich tradition of the Christian Brothers legacy.
- An opportunity for **SOCIAL INTERACTION**, both personal and professional, by providing a means for meeting new people and associating with friends and business affiliates during social and fundraising activities.
- Potential **TAX SAVING BENEFITS**. A membership in the Alumni Association may cost much less than you think. Actual tax savings are based on your own personal or corporate tax situation. Please confer with your tax advisor for specific details.
- A **BOND** between the community and the Christian Brothers Alumni Association. A successful Alumni Association is a tremendous community asset.
- Support for **MAINTAINING FACILITIES** at Christian Brothers High School that are utilized by the entire Christian Brothers community.
- The opportunity to demonstrate **CIVIC PRIDE** through your membership in a reputable, non-profit organization that has played a significant role in developing our community youth.
- For **INVOLVEMENT** with Christian Brothers High School academic and athletic programs.

Recruiting Members

D. WHICH MEMBERSHIP LEVEL IS RIGHT FOR THE PROSPECT?

When you are analyzing a prospect's interest in joining the Christian Brothers Alumni Association, also estimate their approximate income level and approach them with a reasonable, corresponding membership level. However, never ask an individual's actual income.

If you are unable to estimate a prospect's income level, it is suggested that most individuals and business firms consider the Legacy Membership at \$500.

If a prospect objects to the cost of a specific level of membership, explain the "value" of that Membership level by reviewing the benefits they will receive for their contribution. If this approach is not effective, go down to a lower membership level. At least try to secure a Century level membership at \$100 for every prospect you approach.

BASIC REMINDERS

- Follow all leads. Ask anyone you talk to for the name of a prospect that may be interested in Christian Brothers High School and the Alumni Association.
- Don't promise anything that you or the Christian Brothers Alumni Association cannot fulfill.
- If you are asked a question to which you don't know the answer, inform the individual that you don't know the answer but you will find out and get back to them as soon as possible.
- When handling concerns or objections from a prospect, listen carefully before answering and don't argue. Write down any complications and/or suggestions and hand them in to the Team Captains or to the Alumni Relations office so that specific problems or improvements may be addressed directly.

***IT DOESN'T MATTER WHAT YOU CAN DO,
WHAT MATTERS IS WHAT YOU WILL DO!***

Recruiting Members

E. RESPONSES TO POTENTIAL QUESTIONS OR COMMON REJECTIONS RAISED WHILE SOLICITING NEW MEMBERS

Objections can be turned into selling tools! Listen to the objections and always try to address them. Most objections are ill-conceived and inaccurate. The following is a list of common objections and concerns, and the appropriate ways to address them:

1. WHAT IS THE CHRISTIAN BROTHERS ALUMNI ASSOCIATION?

A non-profit support group organized for the purpose of:

- Financially assisting the operations of Christian Brothers High School
- Promoting the interests of Christian Brothers alumni and friends
- Being of service in helping to achieve the goals of the school.

2. HOW DOES THE ALUMNI ASSOCIATION GENERATE REVENUE?

- Alumni Association Memberships
- Special Events (Golf Tournament, Wine Tasting, and Alumni Dinner)

3. WHAT PROGRAMS BENEFIT FROM THE MONIES RAISED BY THE ANNUAL MEMBERSHIP CAMPAIGN?

- **Student Programs** – Programs that were important to you when you attended CB like music, athletics, art, drama and Campus Ministry
- **Scholarship Endowment** – Twenty-five percent of every contributed dollar will be invested, and the interest will provide tuition assistance for students who demonstrate financial need.
- **Special Projects** – The Alumni Board of Directors will chose projects from a wish list provided by school administration. This list will include items that simply would not be included in the budget.



4. ARE ALUMNI ASSOCIATION MEMBERSHIPS TAX-DEDUCTIBLE?

Yes. However, actual tax savings are based on an individual's personal or corporate tax situation. They should confer with their advisor for details applicable to their own situation. Starting 1987, an individual must itemize to claim a deduction.

5. IT COSTS TOO MUCH or I CANNOT AFFORD IT

An Alumni Association Membership costs much less than you think. Prove this by showing the membership benefits in the Membership Brochure compared to the costs.

The Story of Christian Brothers High School

A. Christian Brothers High School MISSION STATEMENT:

Christian Brothers High School is a college preparatory school in the Lasallian tradition devoted to the intellectual and personal maturity of each student.

B. Lasallian EDUCATIONAL OUTCOMES

A Christian Brothers High School Graduate:

- Possesses the personal and academic knowledge and skills necessary for success in college, career, and life-long learning.
- Knows how to engage in collaborative work, reflective thinking, and critical analysis.
- Acknowledges the importance of physical, social, mental, and spiritual development.
- Is intellectually prepared to participate in civic affairs, a global society, and a community of faith.
- Understands the core beliefs, commitments, and practices of Christianity and the Roman Catholic Church, and respects the cultural and religious diversity of others.
- Recognizes the presence of God in oneself, in others, and in the world through the experience of service, especially toward the poor and the disadvantaged.

C. PHILOSOPHY

Lasallian education is rooted in the story of Saint John Baptist de La Salle, our founder. The hallmark of Lasallian education is the spirit of faith and zeal. Faith is the realization of God's presence in the education process, and zeal is the active commitment of educators to ensure the integrated education of their students. Concerns for social justice and Christian values are presented to the students as the centerpiece around which to model their lives.

Through programs that stress religious and moral formation, critical thinking and intellectual growth, the school seeks to prepare students as leaders in the world they will enter. Included also are programs which foster college preparation, career and religious vocation awareness, social and physical development, and a sense of civic responsibility and pride.

Christian Brothers High School's ultimate purpose, then, is to help its students become full participants in their education, to acquire lifelong skills, and to develop Christian character

Christian Brothers Alumni Association BOARD OF DIRECTORS

Executive Committee:

President	Robert Perry '56
President-Elect	Kevin Crossland '69
Vice President, Administration	John McCarthy '63
Vice President, Membership	John Caselli '70
Past President	Phil Bokan '92
Director of Alumni Relations	Larry Cline



Board Members:

Ron Bird '76	Dave Macko '92	Mindy Potter '98
Tony Caselli '97	Mark Madsen '89	James Reel '68
Mike Hardin '70	Mike McCarthy '62	Bill Schaedler '68
Tim Johnston '68	Bobby Pires '76	Jess Silva '70
Mike Kuzmich '93		

How can you help support CB?

- By ...
- Becoming a dues paying member
 - Volunteering your time
 - Sponsoring a student
 - Sponsoring an event or advertising in a printed program
 - Donating goods and services
 - Creating a charitable remainder trust
 - Remembering CB in your will

Your contribution to the Alumni Association's Membership Campaign provides...

- ... An INVESTMENT in the youth of our community.
- ... An opportunity for SOCIAL INTERACTION, both personally and professionally when participating in the many activities supported by Christian Brothers community.
- ... Potential TAX SAVING BENEFITS. A Membership in the Alumni Association may cost much less than you think. Actual tax savings are based on your own personal or corporate tax situation. Please confer with your tax advisor for specific details.
- ... A BOND between The Christian Brothers Alumni Association and its extensive community.
- ... Support for MAINTAINING FACILITIES at CBHS for use by the entire Christian Brothers community.

"Enter to Learn, Leave to Serve"

60110181 Charitable / Non-Profit
TV 68-032660

MEMBERSHIP

New Renewing Referred By _____

Name _____ Grad Year _____

Maiden Name _____

Business _____

Address _____

City/State/Zip _____

Home (____) _____ Work (____) _____

E-mail Address _____

Enclosed is my check made payable to **CBA**
 Please Charge My VISA MasterCard

Card Number _____

Signature _____ Exp. Date _____

Please return to: **CBHS Alumni Association**
 4315 Martin Luther King Jr. Blvd., Sacramento, CA 95820
 (916) 733-3647 • Fax: (916) 733-3609

Alumni Association Membership Levels and Privileges

	Sign me up for						
	<input type="checkbox"/> Iron \$25	<input type="checkbox"/> Cool \$40	<input type="checkbox"/> Polish \$100	<input type="checkbox"/> Gold \$250	<input type="checkbox"/> Legacy \$500	<input type="checkbox"/> Honorary \$1,000	<input type="checkbox"/> Lifetime \$2,500
Tax Deductible Contribution	•	•	•	•	•	•	•
Membership Card & Decal	•	•	•	•	•	•	•
Connection CBA Newsletter, Mailings	•	•	•	•	•	•	•
Exclusive CB Alumni memento		•	•	•	•	•	•
CBA Newsletter Recognition			•	•	•	•	•
Opportunity to purchase two tickets to all alumni events at a 20% discount				•	•	•	•
Individual CB Athletic Season Pass					•	•	•
Two tickets to Wine Tasting or Alumni Dinner						•	•
Admission to Ambassadors Club							•

Please use my entire donation for the needs of the school, I decline any membership privileges.

Because of benefits received as an Alumni Association member, 60% of your gift is tax deductible (Consult your tax advisor)



*Dedication, vision, sacrifice
and faith have led many
alumni to create, build,
improve and expand the
Sacramento Region.*

**CHRISTIAN
BROTHERS
ALUMNI
ASSOCIATION**

WWW.CBHS-SACRAMENTO.ORG

CB Alums Can Help!

The Lasallian philosophy, to provide a quality education to all who come to its doors, has been the Christian Brothers High School pledge since 1876. For many years the school relied on support from the *Christian Brothers Winery* at Mont La Salle to subsidize the school's mission.

However, in the early 1990's, the winery was sold and it's no longer a source of funding for the school. So it has been the pride of the Christian Brothers Alumni Association to help generate revenue for various school programs through a variety of different events.

The following Alumni events have been developed over the years. *Alums can help by supporting* these events which provide financial assistance for student programs and help stimulate interest in the Christian Brothers community.

Alumni Association

EVENTS

Alumni Dinner

Held in late January featuring the 50 year reunion of each class as well as recognizing the Annual Alumni Service Award honoree.

Membership Campaign

Held in March is the Association's biggest fundraising effort. Utilizing the Team Concept, over 100 volunteers recruit alums for membership into the Alumni Association.

Alumni Golf Tournament

Held in May featuring a fun afternoon of golf and the camaraderie of the CB community.

Wine Tasting Extravaganza

Held in early September, over 1,800 guests, vendors and volunteers enjoy the festivities of this premiere Sacramento social event.

For interest in participating, contact
CB Alumni Association at (916) 733-3647

PLANNING FOR THE FUTURE

Christian Brothers High Schools tradition of nurturing tomorrow's leaders has helped shape the Sacramento community. Dedication, vision and faith have led many alumni to create, build, improve and expand our region.

Annually the CBHS Alumni Association sponsors the Alumni Membership Campaign. Funds raised through this effort assist students in the following ways:

Student Programs

Programs that were important to you when you attended high school like Athletics, Visual and Performing Arts, Science and Campus Ministry.

Scholarship Endowment

Twenty-five percent of every contributed dollar will be invested and the interest will provide tuition assistance for students who demonstrate financial need.

Special Projects

The Alumni Board of Directors will choose projects from a wish list provided by the school administration. This list will include items that simply could not be included in the budget.



Generations of Alumni



Four Schools Together as One...

YOUR DIRT goes here



Eligible members of
the Christian Brothers
High School Alumni
Association include:

Christian Brothers High School
Bishop Armstrong High School
Bishop Manogue High School
St. Joseph's Academy

Contributors from Alumni and Friends



Wine Tasting Extravaganza

