



PRIZMAH

Center for Jewish Day Schools

HAYIDION, PRIZMAH'S MAGAZINE FOR LAY AND PROFESSIONAL LEADERS OF JEWISH DAY SCHOOLS

Submit a Proposal for the Summer 2025 Issue on Endowment

HaYidion is Prizmah's biannual thought leadership magazine for lay and professional leaders of Jewish day schools and yeshivas. The summer 2025 issue of *HaYidion* will focus on Endowment. Endowments can play a critical role in ensuring the lasting financial health and stability of educational institutions. This issue will look at the broad range of issues involved in establishing an endowment campaign and continuing to maintain and grow an endowment. Articles will also explore elements of school capacity and readiness, board work, the whys of endowment, how it can be spent, and more.

Topics may include, but are not limited to, the following:

- Reasons why endowments matter
- Professional development for endowment building team
- Training people with education background to speak to big donors
- Integrated vs. separate campaigns
- Working with donors
- Engaging young alumni in endowment giving
- Building endowment without harming other campaigns
- How much of a capital campaign should be directed to endowment
- The role of an endowment consultant and advice for schools on using one
- Naming gifts
- Are naming gifts time-limited or in perpetuity?
- Spending endowments—guidance
- Restricted vs. unrestricted endowments
- How small schools and communities can build endowments
- Endowing positions in school
- Endowments for educational needs, such as learning support
- Endowing Jewish aspects of the school
- Other restricted endowments: e.g., for grades, Israel trips
- Learning from endowments in other organizations: universities, hospitals, arts centers
- Legal and Halakhic considerations in day school endowment management

The best articles present ideas in fresh ways, offer the new, lesser known and unexpected, engage with the current literature and trends, reflect honestly upon challenges in the field, and have an eye trained on innovative, successful initiatives. **Important:** articles must have a clear and compelling argument that gives shape to the whole.

Please send short proposals, 1-3 sentences only, by **Monday, March 3**. Proposals will be reviewed shortly thereafter and receive responses within two weeks. Article deadline is **Friday, April 25**. No article will be considered without an accepted proposal. Articles are usually ca. 1000-2000 words in length.

For our **school feature** section, we're looking for shorter pieces by fundraising professionals, reflecting upon **"The Gift I'll Always Remember."** This is not necessarily the largest financial donation to the school, but one that the professional found particularly moving and meaningful. Please contact us by **Monday, March 3** if you are interested in participating. Articles of approximately 500 words will be due by **Friday, April 25**.

Send all proposals to editor@prizmah.org.