

# ADVANCING STUDENT AFFAIRS

**Professional Education in Philanthropy for Senior Student Affairs Professionals**

*Vice Presidents, Associate Vice Presidents, Assistant Vice Presidents, Directors*



Developed by:

  
ADVANCEMENT RESOURCES®  
driving meaningful philanthropy®



**DIVISION OF  
STUDENT AFFAIRS**  
TEXAS A&M UNIVERSITY

# Students are at the center of what you do.



## Your success is critical to their success.

Yet too many Student Affairs professionals struggle to find the resources necessary to fulfill this critical mission.







**Philanthropy** represents the single greatest opportunity for financial support to meet the critical mission of Student Affairs. The possibilities for creating resources are immense for Student Affairs professionals who understand:



The tremendous opportunity



Their vital roles



What motivates donors



How to identify, qualify, and prioritize potential donors



The process for engaging donors



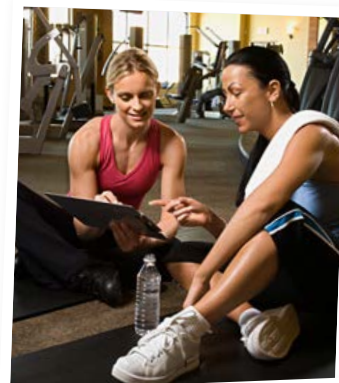
How to articulate your projects and programs in ways that inspire donors



The process for conducting effective donor meetings



How to help donors invest... and invest again



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Advancement Resources, in conjunction with our development partner Texas A&M University, has formulated a process for Student Affairs to optimize philanthropic opportunities.

# Optimizing the Philanthropic Opportunity: Student Affairs Model



## ENGAGEMENT & STEWARDSHIP

Utilize Mindseye Project Partners to drive deeper engagement with testimonials and impact media



1

### LEADERSHIP OVERVIEW & PLANNING

Prepare leadership to provide:

- Overall vision
- Reinforcement
- Accountability
- Mentoring



2

### PRE-WORK ASSIGNMENTS

- Complete **myAR** modules
- Read assigned materials
- Identify funding priorities



3

### TRAINING/LEARNING EXPERIENCE

- Gain knowledge & skills
- Learn & implement tools
- Utilize online reinforcement & tools



4

### INDIVIDUAL COACHING SERVICES

- Craft & articulate compelling Opportunity Stories
- Prepare for group presentations
- Identify potential donors
- Plan for donor outreach
- Optimize donor meetings



5

### SMALL GROUP SESSIONS

- Practice for group presentations
- Develop an Organizational Update
- Create meaningful Return on Philanthropic Investment (ROPI)



6

### FOLLOW-UP PROTOCOL

- Apply learning, tools, & concepts
- Grow & celebrate your success
- Share the impact of philanthropy both internally & with donors
- Plan for continuous improvement

TIMELINE



# Student Affairs Philanthropy: Knowledge and Skills Topic Blocks

## CRITICAL ROLES OF STUDENT AFFAIRS PROFESSIONALS IN PHILANTHROPY

Learn the appropriate roles in fundraising for Student Affairs professionals. Explore concepts and strategies for working effectively with development professionals.

## DEVELOPMENT PROCESS

Gain insight into the predictable processes donors follow as they build commitment to your projects and programs, and explore tools for helping donors deepen their commitment.

## BUILDING A DEVELOPMENT CULTURE

Examine how different roles within Student Affairs contribute to a robust culture of philanthropy.

## DONOR MOTIVATION

Explore what motivates donors to make meaningful, significant contributions, and how they view the development process.

## CRAFTING A COMPELLING OPPORTUNITY STORY

Examine your overall vision and funding priorities, and then explore a step-by-step method for crafting a compelling Opportunity Story that inspires deep and lasting commitment from donors.

## ARTICULATING YOUR COMPELLING OPPORTUNITY STORY

Analyze different delivery styles and explore how to present your Opportunity Story in different situations and to different audiences.





## IDENTIFYING, QUALIFYING, AND PRIORITIZING POTENTIAL DONORS

Explore tools and processes for identifying those donors who have the potential to make significant contributions to Student Affairs.

## CREATING ENGAGEMENT OPPORTUNITIES FOR POTENTIAL DONORS

Discover concepts and techniques for engaging potential donors in meaningful ways that deepen commitment and ensure future contributions.

## ROLES AND CONCEPTS FOR LEVERAGING EVENTS

Explore strategies for engaging with donors and potential donors at events in ways that build enthusiasm and commitment.

## OPTIMIZING DONOR MEETINGS

Apply the five-step donor meeting process to build strategies and tactics for optimizing visits with donors and potential donors.

## SECURING FINANCIAL COMMITMENT

Discover concepts that turn “asks” into gains and strengthen donors’ emotional commitment and financial support.

## CREATING MEANINGFUL RETURN ON PHILANTHROPIC INVESTMENT

Learn how to create Meaningful Return on Philanthropic Investment that deepens donor commitment and inspires repeated contributions and greater philanthropic support.

## INDIVIDUALIZED CONSULTATIVE SESSIONS

These individualized 90-minute working sessions guide individuals or small groups (2–3 participants) in refining and honing their compelling Opportunity Stories. Participants receive instruction, feedback, advice, and engage in simulated donor interactions.

## ONGOING CONSULTATIVE SESSIONS

These working sessions are highly customized to meet the needs of each individual or small group.

## ABOUT ADVANCEMENT RESOURCES

As a world leader in research-based professional education in philanthropy, Advancement Resources is honored to serve hundreds of academic and medical institutions as well as healthcare and nonprofit organizations.

Our comprehensive, donor-centric curriculum offers something for every member of your team. Each client receives a highly customized training plan featuring concepts and tools for effectively contributing to the institution's mission and fundraising goals.

Advancement Resources' professional instructional design and best-in-class facilitation create a one-of-a-kind experience for participants through the precise knowledge, skills, and learning experience required for each target audience.

To learn more about this new professional education offering,  
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