

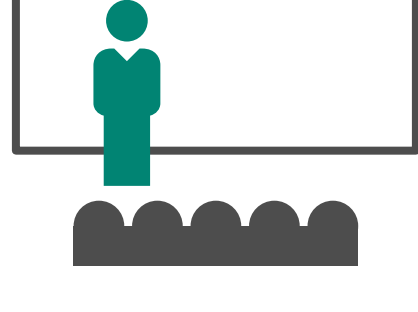
How to Be a

Philanthropically Savvy FACULTY

Leverage your existing tasks to incorporate philanthropy

★ ★ ARTICULATE THE PASSION ★ ★

you have for your subject



Every time you set foot in a lecture hall or classroom, you have the opportunity to **let your passion for your subject show.**



When you **inspire students**, you are inspiring the next generation of donors.

★ REFLECT

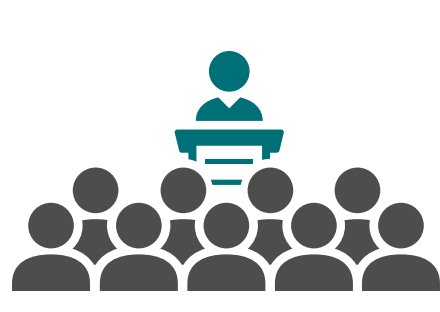
on why you love what you do.

★ PRACTICE

describing complex subjects simply.

★ ★ ENSURE ALIGNMENT ★ ★

with institutional priorities



University-wide meetings and other communications can **help raise awareness about institutional priorities.**



As you learn about the university's plans, **consider related philanthropic opportunities you can offer.**

★ CONSIDER OPPORTUNITIES

in research, service, and scholarship that donors can support.

★ ★ CARRY YOUR PASSION ★ ★

for your subject to the community



As a faculty member, **you are a representative** of your area to the greater community.



In daily interactions and conversations, use every opportunity to **speak about your subject enthusiastically.**



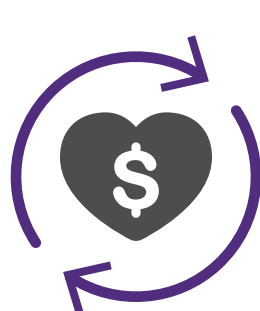
When someone asks what's new, **respond with an exciting, philanthropy-worthy project.**

★ PRACTICE

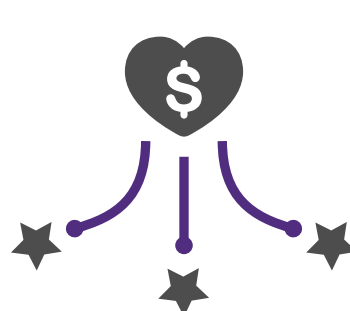
ways to complete the sentence, "I love my job because..."

★ ★ CREATE MEANINGFUL ROPI ★ ★

(Return on Philanthropic Investment)



When donors give money to your projects and programs, **use the money!**



Work with your department to discover how philanthropic dollars already given can be distributed to support your work.

★ SPEND FUNDS

according to donor designations.

★ CAPTURE PICTURES

that can be shared with donors and your development colleagues as you spend philanthropic dollars.

★ SAY "THANK YOU!"

when you see a donor.

Your development and advancement colleagues are there

TO SUPPORT YOU.

Tapping into their expertise is

THE BEST TIME-SAVING ACTION

you can take.

ENGAGE

ADVANCEMENT RESOURCES®

driving meaningful philanthropy®