

Topic Blocks for Deans and Academic Leaders

Fundamentals of Donor Development

- Donor motivation: A new perspective
- Donor-centered concepts for effective development
- Critical roles for deans and academic leaders in development

Interacting with Donors and Potential Donors

- Optimizing donor meetings, utilizing the 5-Step Donor Meeting Process
- Techniques for interacting informally with donors and potential donors in social situations
- Leveraging your organizational events – what to do before, during, and after the event to maximize outcomes

Crating a Compelling Opportunity Story

- Step-by-step application of the Opportunity Story model to participants' funding priorities
- Practice sharing Opportunity Story
- Identification of opportunities to engage potential donors in participants' professional and personal networks

Securing Financial Commitment

- Utilize the Five Star Factors and Strategic Elements for Inviting Commitment
- Approaches, methods, and processes for inviting financial commitment
- Managing donor objections and concerns

Adapting to Generational Differences

- Exploration of the four current generations of donors, including their influencers, values, and communication preferences
- Concepts for adapting to donors in different generations
- Approaches to engaging each generation as potential donors

Adapting to Donor and Constituent Personalities

- The four cornerstone personality traits and how they impact the communication preferences and decision making
- Tools for identifying and adapting to different personality profiles
- Application of the personality profile to real donors

Working with Boards and Volunteers

- Current trends in how volunteers perceive their roles and how to engage them in light of these trends
- Step-by-step application of the Five Keys to a Successful Volunteer Program to participants' volunteer programs
- Methods for ensuring volunteers feel appreciated and valued

Engaging Specific Constituencies: International, Young Alumni, and Parents

- Examination of the philanthropic opportunity each constituency represents
- Exploration of primary motivators for each constituency
- Creating engagement strategies for each constituency

Building Strategy for Real-World Donor Development

- Defining goals, strategies, and tactics
- Overview of the Nine Navigation Points for accelerating donor development
- Point-by-point application of each of the Nine Navigation Points to participants' real-world donors to create effective and efficient development plans

Creating Meaningful Return on Philanthropic Investment (ROPI)

- Deans and academic leader roles in creating stewardship experiences that inspire deeper donor commitment and continued philanthropy
- Three components of meaningful Return on Philanthropic Investment
- Concepts for delivering Personal Impact Experiences that are meaningful to donors