Professional Fundraising for Deans and Academic Leaders

This intense, one-day workshop for deans, department chairs, and other academic leaders focuses on building and articulating a compelling Opportunity Story for their department or program. Participants also explore donor motivation and the roles that academic leaders play in helping potential donors make significant contributions to the institution.

Syllabus

Introduction
Discover essential information about current trends in philanthropy, the power of meaningful philanthropy, and the critical roles academic leaders play in successful fundraising.

Donor Motivation
Participants explore new perspectives of how donors view development, philanthropy, and the engagement process.

Translating Vision into a Compelling Opportunity
Utilizing their own funding priorities, participants begin crafting Opportunity Stories that compel deep and lasting commitment from donors.

Optimizing Donor Meetings
Applying the 5-step donor meeting process, academic leaders and development partners discuss how to optimize donor visits and work together most productively.

Building a Development Culture
Participants examine how different roles, including faculty and volunteers, contribute to a robust culture of philanthropy within the organization.

Articulating Your Compelling Opportunity Story
Analyzing different delivery styles, participants explore how to present the vision as a compelling Opportunity Story to different situations and audiences.

Securing Financial Commitment
Participants discover concepts that turn “asks” into gains and strengthen donors’ emotional commitment and financial support. Participants practice making the “ask” while considering a donor or potential donor.

Creating Meaningful Return on Philanthropic Investment
Participants learn how to create Return on Philanthropic Investment (ROPI) that ensures donors feel appreciated and valued, setting the stage for deeper donor commitment and greater philanthropic support.