

## ***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.