

Professional Fundraising for Deans and Academic Leaders ***A Virtual and Distance Learning Experience***

This intense, two-part workshop for deans, department chairs, and other academic leaders focuses on building and articulating a compelling Opportunity Story for their department or program. During each 4-hour session, participants will join a real-time, facilitator-led, virtual classroom and experience group discussion, video case studies, and opportunities for real-world application. Participants also explore donor motivation and the roles that academic leaders play in helping potential donors make significant contributions to the institution.

Because a strong working relationship with their development partner is essential to academic leaders' success in fundraising, participants will also receive a shareable link to a one-hour, on-demand virtual primer to prepare their development partners to work with them optimally following the session.

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.

Building a Development Culture

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

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.

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.

Structure

Classroom Engagements

Participants will attend two 4-hour sessions in a real-time virtual classroom. This experience features networking opportunities, application exercises, and interactive facilitator support. Participants should be prepared to attend both sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

Pre-Workshop Assignment

Participants will be asked to complete a brief pre-workshop questionnaire to help them prepare for in-class activities.

Technical Requirements

Participants should use the Adobe Connect application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use headphones and/or speakers, a microphone and/or keyboard, and a consistent Wi-Fi connection.

To learn specific technical requirements, participants will receive a technical guide as part of their pre-work package.