

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