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

Academic leaders devote their professional careers to both deepening their subject matter expertise and honing their leadership and administrative skills. Now, with an increasing emphasis on fundraising in their job descriptions, leaders in higher education must learn the skills necessary for gaining financial support from donors. To address this need, academic leaders can put the researched-based findings of Advancement Resources, a global leader in professional development education in philanthropy, to work for them in learning the skills necessary for success in fundraising.

In *Professional Fundraising for Deans and Academic Leaders,* participants delve into donor motivation and proven process concepts in uncovering and connecting with the philanthropic passions of donors. Designed as a shared experience for both academic leaders and their development colleagues, this training demystifies the fundraising process by focusing on the essential roles that leadership plays in helping donors and potential donors make significant contributions to your institution's mission, vision, and funding priorities.

At the heart of the training, participants will learn the elements for crafting a compelling Opportunity Story—a simple, yet effective means for the academic leader to convey their important work to others in a way that inspires support—and receive feedback from their academic and development peers as they create and practice sharing their own Opportunity Story using one of their real-life funding priorities.

Participants can experience this dynamic, highly interactive virtual training from the privacy of their office or the comfort of their own home. They will walk away with a toolkit filled with vital skills, processes, and tools that will pave the way to connecting and working with donors. Both the knowledge shared by our accomplished facilitators and the invigorating discussions with fellow participants will prime academic leaders for success as they partner with their development colleagues in achieving fundraising goals.

Who Should Attend?
- Academic presidents
- Academic executive leaders
- Provosts
- Deans
- Department chairs/heads
- Senior faculty/researchers
- Other academic leaders
- Development professionals (attend alongside their academic partner)

What Will Participants Gain?

After this workshop, participants will be able to:

- Identify the primary motivators for meaningful philanthropy.
- Craft and articulate their vision for their unit as a compelling philanthropic opportunity.
- Participate effectively in donor meetings and in invitations for major philanthropic contributions.
- Engage with donors in a way that helps them deepen their emotional commitment to the organization, or a specific project or program.
- Leverage the roles of faculty, staff, and volunteers to build a robust culture of philanthropy.
- Provide meaningful Return on Philanthropic Investment that deepen donor commitment and inspire continuing contributions.

What Can Participants Expect?

Designed to accommodate the schedule of academic leaders and their development colleagues, this workshop will be held in **two 4-hour sessions** over two consecutive days. Because a strong working relationship between a dean/academic leader and their development partner is key to success in fundraising, we strongly encourage these partners to attend the workshop together.

Unlike other virtual training, this is not a pre-recorded webinar that you simply watch on-demand. Instead, our facilitators will actively engage you from start to finish through lively large- and small-group discussions, video case studies, activities based on scenarios commonly encountered by academic institutions, and opportunities to plan strategy for achieving success in the important work of your organization.

Our workshops are best experienced using the most recent Zoom™ app on a strong, consistent internet connection. Because of the interactive nature of the training, please plan to use a headset or earbuds with a microphone and/or speakers and a keyboard.