



Professional Fundraising for Deans and Academic Leaders

WELCOME GUIDE

Research, Design, and Facilitation by:



What to Expect

Welcome to ***Professional Fundraising for Deans and Academic Leaders***. During the workshop, you will experience large-group discussions, videos, small-group interactions, and more. You will be assigned to a team of other participants and you will work together in numerous activities that will allow you to:

- Learn new concepts
- Analyze research findings
- Practice using tools and techniques
- Discuss real-world donor challenges

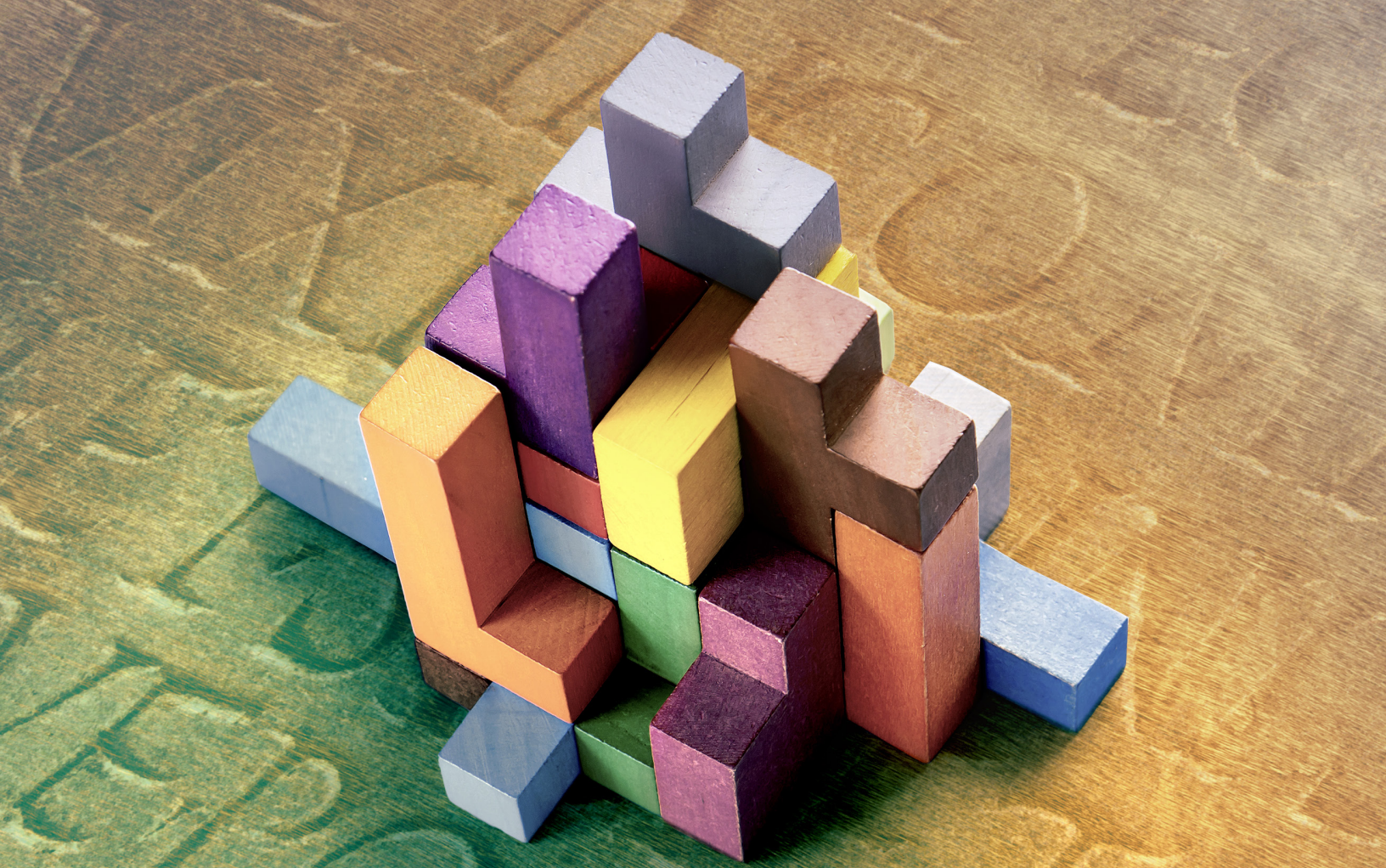
Working with your team, you will craft a compelling Opportunity Story and develop strategies for building donor commitment based on the concepts and tools covered in the workshop.

To maximize this experience, please complete the brief pre-work on the following pages with your development partner(s) and:

Click here to complete a Pre-Session Survey.

Research-Based Learning

Professional Fundraising for Deans and Academic Leaders is based on research among many of the finest academic leaders and most respected donors in the U.S.A., U.K., Australia, and Canada. We are deeply indebted to the thousands of development professionals, academic leaders, medical professionals, trustees, volunteers, and donors who contributed to our research through interviews, profiles, anecdotes, and ongoing encouragement.



Pre-Work

Preparing Funding Priorities

During the workshop, you will begin to craft an Opportunity Story that is compelling to donors using your funding priorities as a foundation. Please come prepared to discuss your top funding priorities and consider the following questions for each:

- How will it impact people, communities, and society?
- How does it align with the vision for your institution?
- What level of funding will be required to accomplish it?

Please bring any necessary reference materials (documentation, related achievements, budgetary needs, etc.) with you to the session.

Selecting Donors and Potential Donors

During the workshop, you will work with other participants to develop strategies for working with your real-life donors and potential donors. To make the most of application activities, please work with your development partner(s) to select three priority donors or potential donors to your unit who:

- Have significant financial resources, to the extent they could make a major contribution to the institution
- Are accessible (in other words, you or your development partner(s) can secure a meeting with them)

1. Name(s):

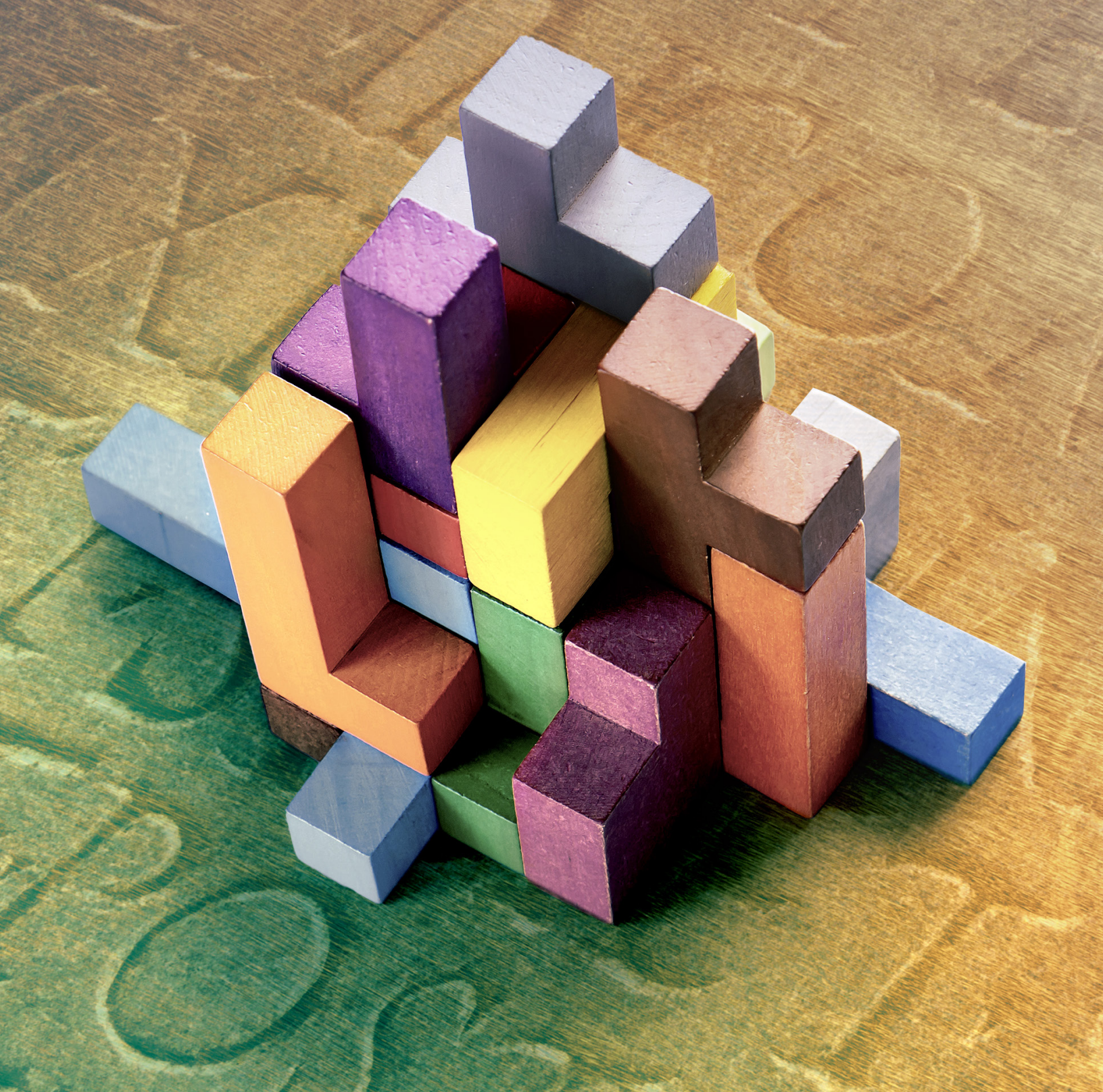
Area(s) of apparent philanthropic interest:

2. Name(s):

Area(s) of apparent philanthropic interest:

3. Name(s):

Area(s) of apparent philanthropic interest:



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