

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 real-world case study 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 tools and techniques covered in the workshop.

To maximize this experience, please:

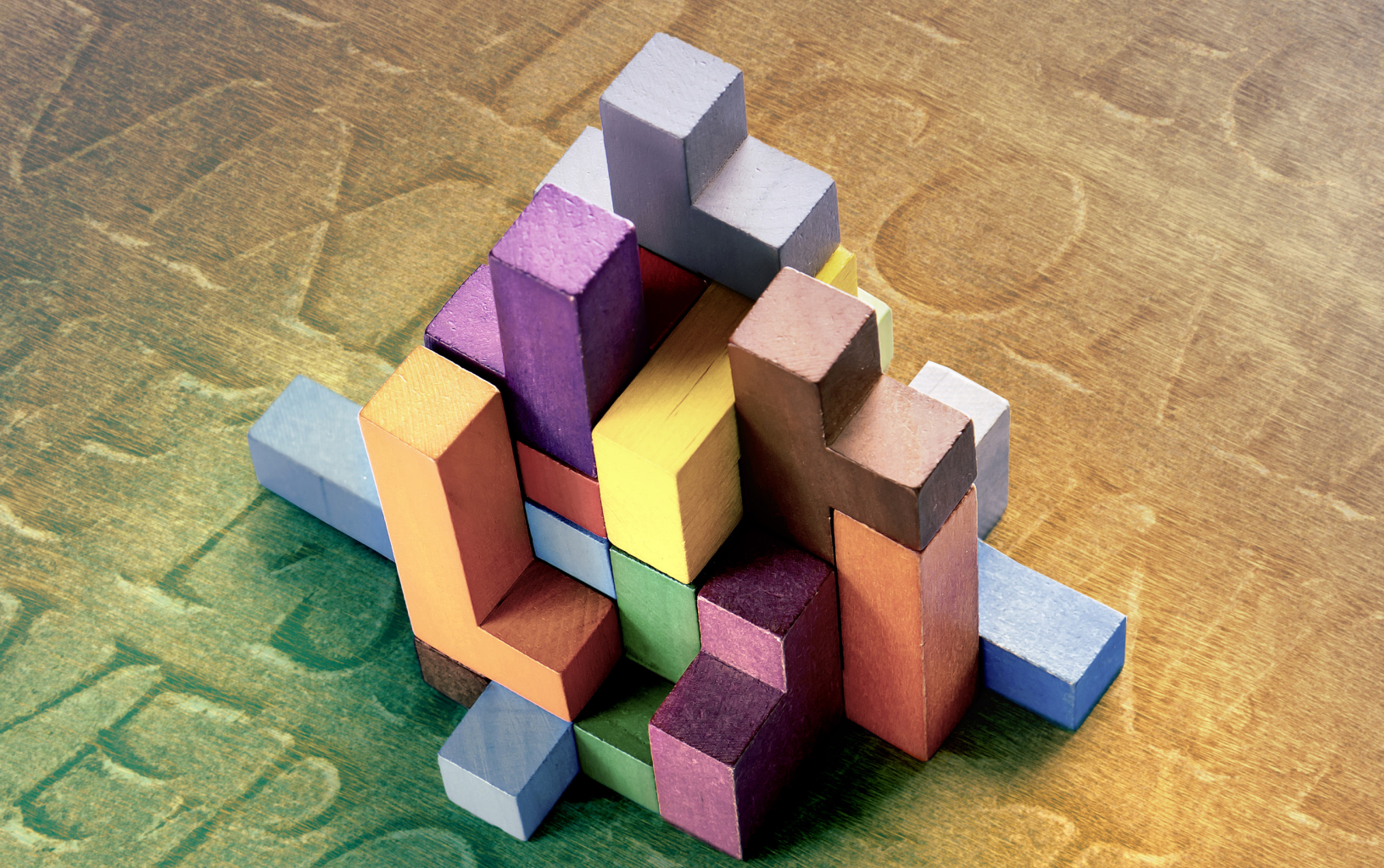
[Click here to complete a brief Pre-Session Survey.](#)

Come prepared to discuss your funding priorities, and have any necessary reference materials on hand.

We believe the best learning happens when participants are enjoying themselves and are actively engaged. So come prepared to have fun!

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

Selecting Donors & Potential Donors

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

- Already have some connection with your area of the university (alumni, family connection, recipient of services, etc.)
- Have significant financial resources, to the extent they could make a major contribution to the university
- Are accessible (in other words, you or your development partner can secure a meeting with them)

1. Name(s):

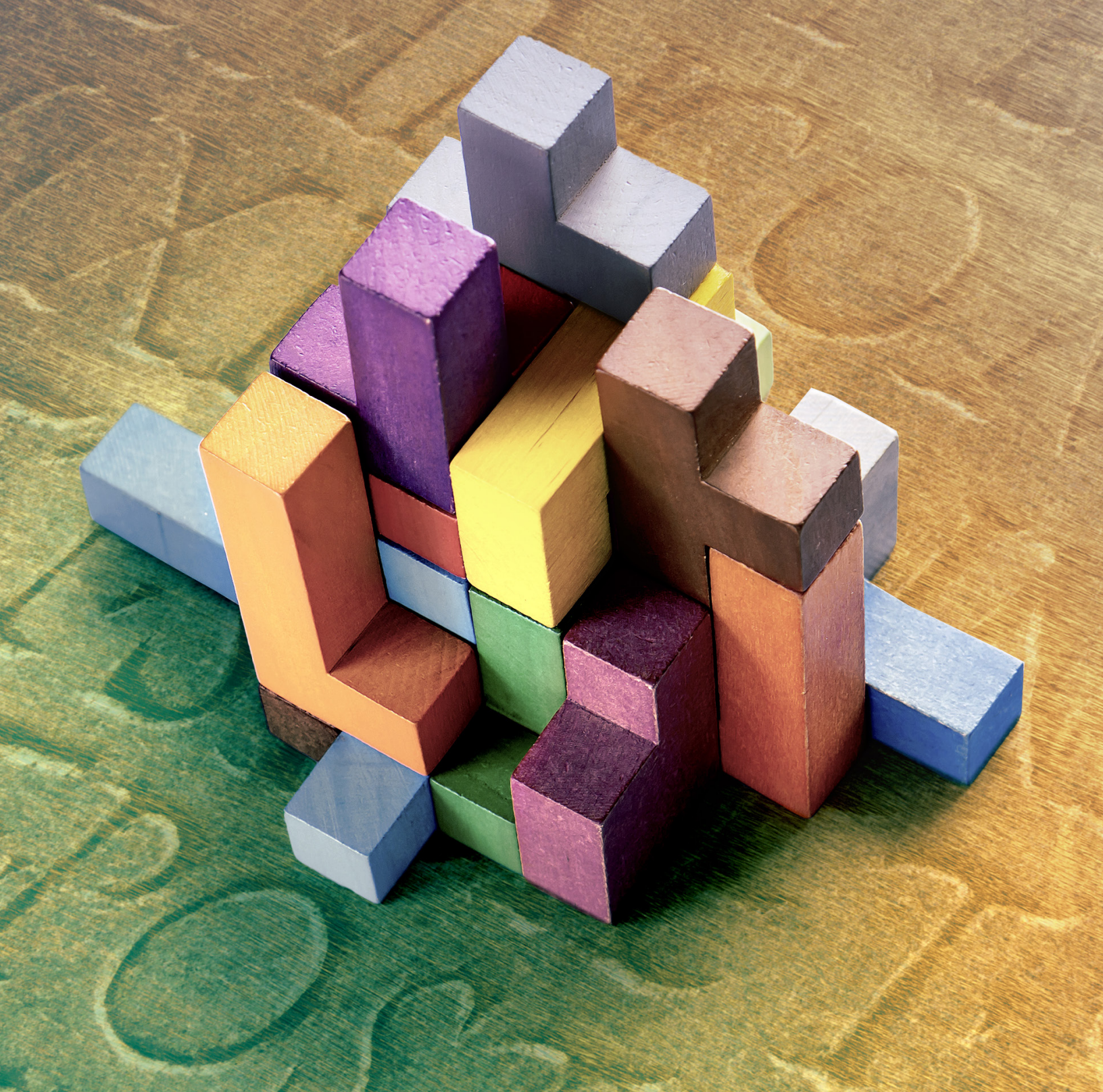
Area(s) of apparent philanthropic interest:

2. Name(s):

Area(s) of apparent philanthropic interest:

3. Name(s):

Area(s) of apparent philanthropic interest:




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