

## ***Professional Fundraising for Deans and Academic Leaders***

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. Participants also explore donor motivation and the roles that academic leaders play in helping potential donors make significant contributions to the institution.

Part one is an afternoon session, and part two is held the following morning, providing participants a block of unstructured time to further contemplate and refine their Opportunity Story.

### **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.

#### **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.

#### **Building a Development Culture**

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

#### **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.