

Pre-Work Information

Professional Fundraising for Deans and Academic Leaders



Dear Participant,

We look forward to working with you during the **Professional Fundraising for Deans and Academic Leaders** workshop!

During the workshop, you will experience large-group discussions, videos, small-group interactions, and more. Using your funding priorities as a foundation, you will work with a team of participants to craft your own compelling philanthropic **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 two pre-work activities that follow with your development partner(s) in advance of the workshop.

Thank you for your thoughtful preparation.

#1 Preparing Funding Priorities

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 workshop.

#2 Selecting Donors and Potential Donors

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 that they could make a major contribution to your institution, and are accessible (in other words, you or your development partner(s) can secure a meeting with them).