

# Advancing Philanthropy for Academic Leadership

## Program Summary

This program is delivered through two half-day sessions and can take place on consecutive days, or over an interval of time convenient to your institution. Participants receive useful supplemental readings, including a complimentary copy of *Achieving Excellence in Fundraising, Fourth Edition* (Wiley, 2016), the definitive resource for applied philanthropic research and fundraising best practices.

Following each session, participants have the opportunity for one-on-one meetings with the GG+A instructor(s) to discuss critical issues such as solicitation strategies, deploying organizational resources, volunteer structures, or other issues affecting their unit's fundraising performance. This program is beneficial for new deans, department chairs and other academic leaders, as well as those who have prior fundraising and management experience.

## Session I: Leadership Principles for Building Philanthropic Support

### **Understanding Philanthropy and Donor Motivation**

Using the latest research in philanthropic studies, the session begins by exploring the minds of high-net worth donors to provide context on why individuals choose to support certain organizations or causes.

### **Utilizing Your Advancement Resources**

Fundraising and advancement (or development) are not the same thing. Participants will learn how to utilize events, communications tools, volunteers and other externally-focused resources in a more strategic and unified way that leads to stronger fundraising results.

### **Priority Setting**

Using your strategic plan as a guide, participants will get a clearer understanding of how to create interest and enthusiasm among potential and existing donors to invest in your unit's future.

### **First Visits and First Impressions**

Nothing is more critical than personal time with donors. Participants will learn how to prepare for first meetings, and how to drive a conversation toward continued engagement.

### **Solicitation Scenarios**

Every donor is different. Understanding their interests and what they value is paramount to effective solicitations. Participants will explore case studies of successful (and unsuccessful) solicitations, and learn to identify key indicators that increase the chances of a positive experience for both you and the donor.

### **Measuring and Leveraging Success**

There's more to success than dollars raised. Participants will learn how to measure their own performance, and their advancement team. Stewardship and communications tools are also identified that help sustain giving from existing donors and engage new donors.

## Session II: Leadership Principles for Successful Campaigns

### Understanding Campaign Dynamics

Campaigns come in many forms, from an institution-wide comprehensive campaign, to a mini-campaign for a single purpose within your unit. While the focus, duration and dollar goals may vary, this session begins with the core principles that are key to the success of every campaign.

### Planning for a Campaign

Campaigns are a process, and the first steps require careful planning. Participants learn how to assess their internal readiness, identify potential areas for support and build a roadmap to guide others as the campaign begins.

### Developing Your Case

Donors don't give just because it's a campaign. Case development helps you identify your campaign priorities in ways that align with the interests of your potential donors, while also providing guidance in setting dollar goals that are ambitious, but attainable.

### Sequential Fundraising

A key part of the "science" behind campaigns, sequential fundraising requires a disciplined approach to soliciting the right prospective donors at the right time in the campaign.

### Campaign Solicitation Strategies

Campaigns present opportunities to engage current and new donors in ways not otherwise possible. Building on the scenarios covered in Session I, participants will learn how to use a campaign to develop stronger solicitation strategies.

### Engaging Partners

The success of your campaign does not rest with you alone, or your chief development officer. Successful campaigns engage many others who carry your case to wider audiences. Participants will learn how to broaden the base of support through faculty and staff, parents and friends, and volunteers.

### Communicating Your Success

Campaigns can't be successful if others don't know about it. This session closes with the role of a communications plan and examples of how to build campaign momentum and celebrate success.

Every participant receives a copy of *Achieving Excellence in Fundraising, Fourth Edition*, the definitive resource in applied philanthropic research.

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