


Fundraising, done thoughtfully and effectively, can be extremely rewarding

***The Mystical Mingling of:  
An Artful Asker,  
A Joyful Giver, and  
A Grateful Recipient***

Audience experiences?



The 3 most important words in fundraising.... Andy Policano

- “Listen,
- Listen, and
- Listen”

***You must earn the right to ask***



# MAKING AN ARTFUL ASK

- ▶ Best outcome: Prospective donor asks, ***“How can I help?”***
  - ▶ A natural outcome of...
    - ▶ an exciting Vision and Mission
    - ▶ a Passionate Leader
    - ▶ a Convincing Financial Strategy



Beware...

*Asking too quickly takes away  
the joy and pride a donor feels  
when **offering** to help rather than  
being **asked** to help.*



# TOOLS AND STRATEGIES

## The Role of the Development Officer:

- ▶ Lays the groundwork for effective fundraising operation
- ▶ Assists with:
  - ▶ what local events to attend/who to meet
  - ▶ what letters to write and what to say
  - ▶ travel priorities
  - ▶ preparing dean for donor visits (research!!) and accompanying dean
  - ▶ makes smaller asks, assists with major asks



# TOOLS AND STRATEGIES

- ▶ Annual giving campaigns
- ▶ Leadership giving (\$1,500-\$24,999); (Dean's Leadership Circle); **PIPELINE**
- ▶ Major Gifts (\$25,000+) Principal Gifts (\$1 Million+)



# TOOLS AND STRATEGIES

The importance of forming a  
Leadership Council/External Advisory Board

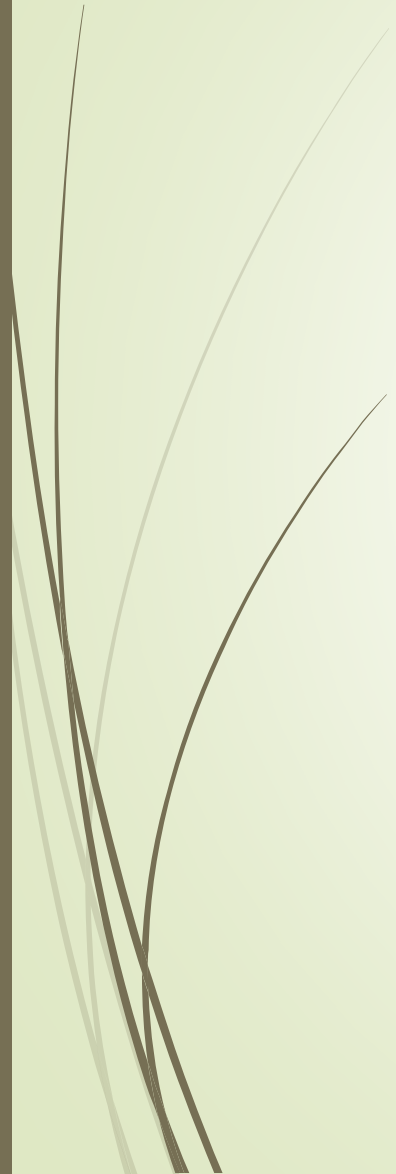
- ▶ What do you want from them?
- ▶ What will they want from you?
- ▶ Who should be a Board Member, and why?
  - ▶ A source of guidance, strategy and community connections
  - ▶ A source of Major/Principal Gifts, Connections to Prospective Donors



# TOOLS AND STRATEGIES

- **Alumni** outreach – leadership gift prospects as well as Major Gifts and connectors to Principal gift prospects
- **Major Gift prospects** (Board Members, Trustees and their contacts, community members)
- **Foundations** (concise, detailed, rigid guidelines; best to use professional foundation relations group)
- **Corporations**
- **Cross-disciplinary**/multi-school or department collaboration





# QUESTIONS/COMMENTS?