

## ***Professional Fundraising Workshop for Deans, Department Chairs, and Aspiring Academic Leaders***

This intense, full-day workshop for deans, department chairs, and other academic leaders focuses on building and articulating a compelling Vision Story for their department or program. Participants will also explore donor motivation and the role that deans, department chairs, and other academic leaders play in helping donor prospects make significant contributions to the institution.

### **Syllabus**

#### **Introduction**

Participants are introduced to the workshop agenda, and a look at overall philanthropy in America.

#### **The First Role**

Participants explore the first role, articulating a compelling Vision Story, and identify criteria that aid in connecting their Vision Story to donors' passions.

#### **Process Concepts in Development**

Participants study the process for donor development and the steps for conducting successful meetings with donor prospects.

#### **Donor Motivation**

Participants discover how donors view development, philanthropy, and the engagement process.

#### **Crafting Your Compelling Vision Story**

Participants delve into the anatomy and purpose of a Vision Story, why it is important, and what components make a Vision Story compelling.

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

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

#### **Articulating Your Compelling Vision Story**

Participants analyze different delivery styles and explore how to adapt their Vision 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 will practice making the "ask" while considering a current or past donor.

#### **Creating Meaningful Return on Philanthropic Investment**

Participants learn how they can create a return on philanthropic investment (ROPI) that ensures donors feel appreciated and valued and sets the stage for future contributions.