FUNDRAISING FOR NEW DEANS

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ROLES AND RESPONSIBILITIES– the President, Dean, Development Office, Faculty

IT’S ALL ABOUT RELATIONSHIPS – Major gifts take an time to cultivate

DEVELOP INITIATIVES (PRIORITIES) THAT EXCITE YOUR STAKEHOLDERS

IDENTIFY PROSPECTS – Deans are on the front lines and usually closer to prospects than presidents.
PRESIDENT – Sets priorities for the University

DEAN – Sets priorities for the college or school. Faculty involvement must be part of setting priorities

FACILITATING FACULTY PARTNERSHIPS IS A BALANCING ACT. Faculty often expect a Dean to be 100% involved in curricular, academic, and student affairs.
CASE and CONNECTION

CULTIVATE DONORS – connections take time and require listening. Communication with development staff is critical. “Sharing donors” prevents miscommunication and bombarding the same people with multiple requests.

SOLICIT GIFT – Ideally this is a team effort with DO, perhaps President. Faculty involvement can be important with alumni and industry partners.

THANK AND RECOGNIZE DONORS – The University can never say Thank You too much.
You’ve inherited an established advisory council with some problematic practices and personalities. What’s your plan?
Let’s discuss process of fundraising: the role of central advancement, your development officer, you, and your chairs and faculty.
Your campus is in the silent phase of an ambitious fundraising campaign, and your college will carry a significant portion of this effort including annual stretch goals. How should you approach this situation – your time, your plan, your organization?
THANK YOU