

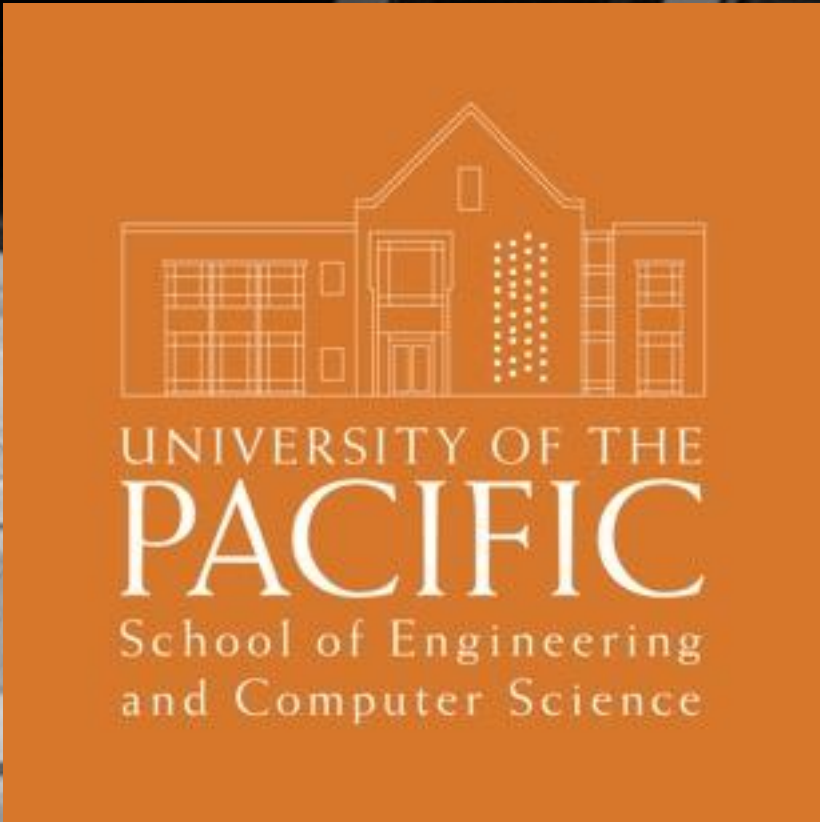


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Technology Center

FUNDRAISING FOR NEW DEANS

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FUNDRAISING FUNDAMENTALS

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.

ROLES AND RESPONSIBILITIES

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.

DISCUSSION

QUESTIONS

- 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



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