

Best Practices

and Tales from the Trenches

SAN JOSÉ STATE UNIVERSITY

Friday, September 19, 2014

2nd Annual SJSU Fundraising Academy
in the new Student Union

Welcome

Dear Fundraising Academy participants:

Last year, we decided to strengthen the good feelings that followed the successful completion of San José State's first comprehensive campaign by taking on another first: the SJSU Fundraising Academy.

The objective of the Fundraising Academy is to provide a one-day forum for faculty and staff members to mingle, interact and share their experiences in fundraising on this campus and at other universities and organizations. This includes the time, talent and perhaps treasure that many of us contribute to nonprofit organizations that speak to us.

Giving is not an exact science, nor is it a defined genre of art. Indeed, it seems that those who actively engage in giving in nearly any form understand it best. By sharing our experiences and learning from each other, we will raise the standard for philanthropy at San José State so that all people, places and programs benefit from our collective efforts.

Thank you for deciding to join us today. There are so many ways you could be spending your time today—but you have chosen to be here. I want to express my gratitude for your gift of being present.

Thank you,



Rebecca A. Dukes

Vice President, University Advancement
CEO, Tower Foundation

Division of University Advancement

The Division of University Advancement, led by Vice President Rebecca A. Dukes, is comprised of five key units:

Advancement Operations, led by Associate Vice President Robb Drury, is responsible for general office operations; gift processing, receipting, recording, tracking and reporting of gifts; and information technology-related functions, equipment purchases, database programming, security and maintenance for the division.

Alumni Relations, led by Associate Vice President Brian Bates, oversees the Alumni Association, events and annual giving programs. The primary goal of the alumni relations team is to engage alumni and build a strong pipeline of potential future donors. The department is dedicated to engaging, connecting and serving alumni, current students, friends and the rest of the university community in support of SJSU and one another.

Development, led by Associate Vice President Beth Colbert, is responsible for the overall goals, outreach and implementation of fundraising activities and campaigns for the campus. This includes major gifts, planned giving, corporate and foundation giving, as well as special giving initiatives undertaken through the university's eight colleges, Dr. Martin Luther King, Jr. Library, student affairs division and intercollegiate athletics.

Marketing and Communications, led by Associate Vice President Barry Shiller, is responsible for the planning and execution of programs that enhance the university's image and identity, as well as increase the awareness and understanding of the university and its programs. The team guides SJSU's brand identity, public and media relations, and university advocacy. The team is also responsible for the design and production of strategic print and multimedia campus communications platforms, including the SJSU website, official social media channels, SJSU Today and the alumni magazine, *Washington Square*.

The Tower Foundation of San José State University, created in 2004, is a 501(c)3 nonprofit corporation and certified auxiliary within the CSU. It is designated as the sole entity to receive all gifts to SJSU. Vice President of Advancement Rebecca Dukes serves as the CEO for Tower Foundation. Leslie Rohn is the chief operating officer. Tower works closely with Development and Advancement Operations. It is overseen by a fiduciary board of directors, which engages prominent alumni and citizens in the life of the university.

Program

Check-In and Light Breakfast

8 – 9 a.m.

Theater Patio

Morning plenary (All Attendees)

9 – 10:30 a.m.

Disruptive Innovations in

University Fundraising

Donna Hay

Associate Director,

Education Advisory Board

Strategic Research

East Indoor Theater

EAB research reveals that traditional fundraising tactics like direct mail and phone-a-thons are less effective with Millennials than with previous generations. The first component of the presentation focuses on new ways to solicit donors to amplify impact and promote donor engagement: social media fundraising, crowd-funding and personal fundraising pages. Meanwhile, we are quickly becoming a society of people attached to our mobile devices. As a result, pledge cards, non-mobile-optimized websites and checkbook donations are barriers to giving. The second component of the presentation emphasizes donor convenience and preference, and provides a variety of options that allow donors to choose when, where and how they give.

Concurrent Sessions

10:45 – 11:45 a.m.

Faculty Track:

Fundraising as a Faculty Member

Andrew H. Feinstein

Provost

Ballroom A

Faculty members, in collaboration with University Advancement, play an essential role in securing support that advances the mission of San José State. As an investment in your college, discover how to enhance your efforts in outreach, keep the lines of communication open and increase interest in supporting your work. Learn practical and simple ways to sharpen your skills.

Development Track:

Development Director/Dean Partnerships

Theresa Mendoza

Senior Advisor, Campus Advancement,

The California State University,

Chancellor's Office

Ballroom C

The goal of this session is to identify successful strategies for improving and strengthening the working relationships between development professionals, deans and faculty members. Using case studies and real-time scenarios, the session will address: interpersonal communication; engaging faculty in fundraising; working with major gift prospects and donors; demystifying the fundraising and solicitation processes; and partnering to reach fundraising goals.

Lunch

Noon ~ 1:30 p.m.

*Keynote Presentation: Philanthropic
Conversation Study: How a Donor's
Can Influence Giving*

Michael Wagschal

Senior Vice President and

Institutional Philanthropic Specialist

U.S. Trust/Bank of America Corporation

Ballroom B

To better understand the extent and dynamics of philanthropic conversations taking place between wealthy individuals and their advisors, U.S. Trust recently partnered with The Philanthropic Initiative on a study of advisors' approaches to and high-net-worth (HNW) clients' expectations of these discussions. The study found that the vast majority of HNW individuals give to charity and rely on professional advisors for support with their charitable activity. However, the philanthropic conversations with their advisors are not always aligned with their needs. Michael Wagschal will draw upon his 14 years as a nonprofit executive at institutions, as well as his 15 years advising clients and advisors in working on philanthropic solutions, to bring the study to life.

Concurrent Sessions

1:45 ~ 2:30 p.m.

Faculty Track:

*How to be Resourceful (Simple Fundraising
Techniques Without a Development Director)*

Rebecca A. Dukes

Vice President, University Advancement

Ballroom A

You have decided that you want to give fundraising a try. But where do you start? What do you need to know to be successful? Spend some time in this session learning simple, time-contained techniques that are the bread and butter of the life of any fundraiser. You may be surprised to learn how natural these are and that you may already be doing them!

Development Track:

*Advancement by the Numbers:
Using Data to Inform Strategy,
Improve Performance and
Secure Resources*

Donna Hay

Associate Director, Education

Advisory Board Strategic Research

Ballroom C

Today's advancement teams must achieve ever-increasing fundraising goals—often while their institutions resist paying for the resources needed to achieve them. Advancement offices are turning to big data to more accurately assess prospects' readiness to give, as well as to better understand the range of potential giving. This session will focus on one institution's approach to acquiring, analyzing and communicating the right data.

Concurrent Sessions

2:45 – 3:30 p.m.

Faculty Track:

Simple Stewardship (Panel Discussion)

*Moderated by Associate Vice President
of Development Beth Colbert*

Ballroom A

This panel discussion is intended to provide useful and simple tips and techniques on how to steward donors when you have little time. It's easier than it sounds! Panelists include Dean Lisa Vollendorf from the College of Humanities and Arts and Sue Maples, executive assistant to Dean Andrew Hsu.

Development Track:

Research: Easy Stuff You

Can Do at Your Desk

Amanda Struer

Associate Director of Development Research

Ballroom C

This session will cover some quick and easy tools you can use to research your prospects. There are a number of sources that will help you learn about your prospects, you're your prospects' political giving to personal interests and household income. The session will also include Google and website search tips.

BREAK

Afternoon Plenary (All Attendees)

3:45 – 4:30 p.m.

Donor Panel: Why They Give

*Moderated by Tower Board of Directors
member Edward Oates*

East Indoor Theater

Fundraising best practices include a donor-centric approach to ensure that donors are at the center of all discussions about making a gift. Hearing directly from SJSU donors about what motivated them to give and how they feel about the experience will not only deepen appreciation for their generosity but also provide insights for those orchestrating and facilitating SJSU's fundraising efforts.

Wine and Cheese Reception

4:30 – 5:30 p.m.

Theater Patio

Keynote Speakers

Donna Hay

Donna Hay is associate director of strategic research and national meeting speaker with the research programs of the Education Advisory Board (EAB). Previously, Hay was associate director of admissions and diversity recruitment initiatives at the Tuck School of Business at Dartmouth College, as well as manager of career services and professional development for the graduate students of The Dartmouth Institute for Health Policy and Clinical Practice. She has a law degree from Georgetown University and a master's degree in higher and postsecondary education.



Michael Wagschal

Michael Wagschal is a senior vice president and philanthropic specialist for the West Coast for U.S. Trust Philanthropic Solutions, where he assists the firm and its advisors in establishing business relationships with nonprofit institutions that involve endowment and planned giving assets. He also assists individuals with their charitable planning. Wagschal's 28 years in the philanthropic sector includes positions at nationally recognized institutions such as the American Cancer Society and Scripps Foundation for Medicine and Science. He is also a founding board member of HALO, a nonprofit that provides speech therapy scholarships for autistic children.



Speakers and Panelists

Beth L. Colbert

Beth Colbert began her career at San José State in 2005 as director of development research. She was subsequently named campaign manager and then, most recently, associate vice president of development. She played a key role in SJSU's first comprehensive campaign, which surpassed its \$200 million goal in June 2013. Colbert holds bachelor's and a master's degrees from San José State, and has more than 20 years of experience in development research, prospect management, campaigns and fundraising.

Rebecca A. Dukes

Rebecca A. Dukes is vice president for university advancement and CEO of the Tower Foundation. She has more than 30 years in the not-for-profit sector, including healthcare and higher education. Dukes served as director of planned giving and then assistant vice president of institutional advancement at Utah State University, vice president of development at Westminster College, and vice president of advancement and executive director at New Mexico State University. She has been a frequent speaker both nationally and internationally.

Andrew H. Feinstein

Andrew Hale Feinstein is provost and vice president for academic affairs at San José State. Previously, Feinstein was dean and chair of the Collins College of Hospitality Management at Cal Poly Pomona, as well as the first CSU director of hospitality management education. He served as senior advisor to the president at the University of Nevada, Las Vegas and associate dean for strategic initiatives at UNLV's Harrah Hotel College. Feinstein holds a doctoral degree from the Pennsylvania State University.

Don Gill

Born in Omaha, Nebraska, Don Gill graduated with a bachelor's degree in aeronautical operations from San José State in 1977. In addition, to his SJSU minor in maintenance management, he also earned an airframe and power plant license. He and his wife Susan are proud SJSU donors.

Susan Swanson Gill

Born in San Francisco, Susan Swanson Gill graduated from San José State with bachelor's and master's degrees in art and a K-12 elementary teaching credential. Appreciative of the education she received at San José State, she and her husband Don have now become donors in the hope that their gift helps students complete their education and follow their passions.

Sue Maples

Sue Maples is executive assistant to the dean of San José State's Charles W. Davidson College of Engineering. In her role, she supports the dean's strategic plan, which includes outreach to alumni, and serves as chairperson of the college's engineering awards banquet. Previously, she worked in the engineering industry for more than 20 years. Maples was raised in Wisconsin and attended Miami University in Oxford, Ohio, before moving to the Bay Area.

Theresa Mendoza

As senior advisor for campus advancement in the CSU, Theresa Mendoza provides strategic counsel to the presidents and executive leadership of the 23 campuses as they build successful advancement programs. In addition to experience in the nonprofit and government sectors,

Mendoza previously served as vice president at San Diego State; interim vice president at CSU Fullerton; executive vice president of the Arizona State University Foundation; campaign director of ASU's Campaign for Leadership; and special advisor to the president at the University of New Mexico.

Edward Oates

Edward Oates co-founded Oracle Corporation with Larry Ellison and Bob Miner. He served as Oracle's vice president until he retired in 1994. Oates has been a strong supporter of and guest speaker in the College of Science. He is on the board of the San Francisco Zoological Society and plays guitar in a band with four friends, three of whom are SJSU alumni. Oates' mother is also a graduate of SJSU. He and his wife, Jennifer Hammer, live in Portola Valley and have three children.

Arlene Okerlund

Arlene Okerlund, professor emerita of English, eminent Shakespearean scholar and Medieval/Renaissance studies expert, taught at San José State for more than four decades. During her tenure at SJSU, Okerlund served as dean of the College of Humanities and the Arts and as academic vice president of the university. In her retirement, Okerlund teaches Shakespearean plays at Santa Clara University's Osher Lifelong Learning Institute and has published biographies of England's first Yorkist queen, Elizabeth Wydeville, and of the first Tudor queen, Elizabeth of York.

Terry Potts

Terry Potts received a bachelor's degree in marketing from SJSU in 1969 and an MBA from Santa Clara University. He has held sales, consulting and management positions in many Silicon Valley start-ups, as well as high-tech companies such as Sun Microsystems, Digital Equipment/Compaq, Deloitte Consulting's SAP practice and Xerox among others. He currently is semi-retired and volunteers his time raising money for SJSU's student-athletes through the Spartan Foundation. He and his wife Andrea are members of SJSU's Heritage Society.

Amanda Struer

Before joining University Advancement as the director of development research, Amanda Struer worked in prospect research, management and analytics at Ursinus College and Cedar Crest College in Pennsylvania, as well as a consultant at several nonprofits. Originally from Denmark, Struer holds a master's degree in political science and international relations from Temple University and has lived and worked in the Middle East, France and England. She enjoys running, hiking and spending time with her husband and two children.

Lisa Vollendorf

Lisa Vollendorf is dean of San José State's College of Humanities and the Arts. Previously, she was a Spanish professor and chair of the Department of Romance, German, Russian Languages and Literatures at CSU, Long Beach. She has also worked at Wayne State University and Miami University of Ohio. A specialist in early modern studies and women's cultural history, Vollendorf received her bachelor's degree from Colorado State University and her master's and doctoral degrees from University of Pennsylvania.





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Reception wine donated by
SJSU alumnus **Barry Swenson**