

# Fundraising Academy

Simple Fundraising in your  
Department or College



Rebecca Dukes  
September 19, 2014

# The Event Trap

- Cost Versus Benefit
- Objective of the Event
- Time and Person Power
- Unexpected Red Tape

# People Give to People

- The Power of Connecting
- The Power of the Spoken Word
- The Power of Involvement
- The Power of Gratitude

# Simply Connecting on a Regular Basis

- The very key curiosity
- Putting others at ease
- The voice on the end of the voicemail
- The irregular, unusual note



# Unbounded Learning

- Lifetime learning
- Spending time next to a student caller
- Looking through the graduates' lens

# Sharing the Power

---

- In the classroom
- Writing with or for you
- Joint problem solving
- Loaned Faculty and Loaned Executives
- Research
- Old Fashioned Field Trips
- Internships
- Short Sabbaticals

Questions, thoughts, feedback?

SAN JOSÉ STATE UNIVERSITY *powering* SILICON VALLEY

