Fundraising Academy
Simple Fundraising in your Department or College

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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?