



Presidents Fundraising Academy

COUNCIL FOR RESOURCE DEVELOPMENT JUNE 2 – 4, 2010 • NEWPORT, RI

Facilitators:

Ms. Leah Goss

Executive Director of System Advancement
Louisiana Community & Technical College System (LA)

Dr. Pendleton “Pend” Armistead

President
The Clements Group (UT)

Faculty:

Dr. John “Ski” Sygielski

President
Mt. Hood Community College (OR)

Dr. Rebecca “Becky” Paneitz

President
North West Arkansas Community College (AR)

Keynote Speaker:

Dr. Gail Carberry

President
Quinsigamond Community College (MA)

Wednesday, June 2nd

3:00 pm – 4:15 pm	Welcome – Kim Sturgeon, President-Elect, CRD Opening Session <ul style="list-style-type: none">• Introductions• Review of Agenda• Review of Pre-Session Assessment – by the Clements Group
4:15 pm – 4:30 pm	Break
4:30 pm – 5:00 pm	Keynote Address: Gail Carberry
5:30 pm – 6:30 pm	Opening Reception
6:30 pm	Join your fellow attendees for an authentic Clam Bake dinner!

Thursday, June 3rd

The President's Role: Visionary Leadership

- 8:30 am – 8:45 am An Overview of Philanthropy and Today's Community College (Pend Armistead)
- 8:45 am – 9:45 am The President as Visionary Leader (President Faculty)
- The Role of Strategic Planning
 - Discerning College Priorities
 - Aligning College and Community Needs
 - Communicating Your Vision to Your Leadership Team, Foundation Board, and Community
- 9:45 am – 10:00 am Q and A with President Faculty
- 10:00 am – 10:15 am Break

The President's Role: Leading the Foundation Board

- 10:15 am – 10:30 am Characteristics of a High Performance Board (Pend Armistead)
- 10:30 am – 11:15 am The President as Leader of the Foundation Board (President Faculty)
- Establishing Yourself as the Leader of the Foundation Board
 - Establishing Your Vision for the Institution and the Fundraising Vision for the Foundation
 - Recruiting the "Right" People
 - Dealing with Low Performing Board Members
- 11:15 am – 11:45 am Board Relations Clinic: Board Member/President Scenarios (Leah Goss)

The President's Role: Developing a Compelling Case for Support

- 11:45 am – 1:00 p.m. Case for Support Assignment - Working Lunch (Leah Goss)
- 1:00 p.m. – 1:15 p.m. BREAK
- 1:15 p.m. – 1:45 p.m. Case for Support Presentations (Leah Goss)
- 1:45 p.m. 2:00 p.m. Creating a Marketing Oriented Case for Support—How and When to Use It (Pend Armistead)
- 2:00 p.m. – 2:15 p.m. The President's Role in Developing the Case (President Faculty)

The President's Role: Making the Ask

- 2:15 pm – 2:35 pm Exercise: Thinking Like a Donor (Leah Goss)
- 2:35 pm – 3:05 pm Making the Ask (President Faculty)
- 3:05 pm – 3:15 pm Critical Elements of the Ask—Breaking it Down (Pend Armistead)
- 3:15 pm – 3:30 pm Role Play (President Faculty)
- 3:30 pm Adjourn for the Day
- 3:45 p.m. – 5:15 p.m. Individual Consulting Sessions Available

Friday, June 4th**The President's Role: Creating the Fundraising Team**

- 8:30 am – 8:45 am The Comprehensive Development Office (Pend Armistead)
- 8:45 am – 9:15 am The Fundraising Team (President Faculty)
- Building the team
 - Setting goals and budgeting for development
 - Evaluating performance
 - Getting staff buy-in and support
 - Roles and challenges
- 9:15 am – 9:25 am Metrics Matter (Leah Goss)
- 9:25 am – 9:45 am Scenarios & Solutions; Q & A with President Faculty
- 9:45 am – 10:00 am Break

The President's Role: Making Fundraising a Priority (President Faculty)

- 10:00 am – 10:30 am
 - Making Time for Fundraising
 - Ethics in Fundraising
 - Working with Consultants
 - Cultivating and Keeping Friends of the College
 - Developing Employees as Donors
- 10:30 am -11:00 am Scenarios and Solutions; Q & A with President Faculty
- 11:00 am – 11:30am Your Comprehensive Development Plan (Pend Armistead)
- Assessing Readiness
 - Setting Goals and Objectives
 - Making the Investment
 - Putting it all Together
- 11:30 am – Noon Wrap Up & Evaluations; Adjournment at Noon
- 1:00 p.m. – 3:00 p.m. Individual Consulting Sessions Available