

USING SENIOR CLASS AND REUNION GIVING TO BOOST LIBRARY FUNDRAISING

October 11, 2011 :: 1:00-2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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OVERVIEW

The library is the heart of any academic institution. From the stacks to digital collections to study rooms, each library provides the raw materials that power the daily work of higher education. Unfortunately, its existence as a central resource and the lack of a direct alumni constituency make fundraising for the library perennially difficult.

Join us online to consider a fresh approach to fundraising for your library. You will be introduced to McMaster University's unique model that raised more than a quarter-million dollars by involving senior and reunion classes and learn how you can apply this strategy to your institution.

LEARNING OUTCOME

After participating in this webcast, advancement managers and library leaders will be better able to increase their library fundraising dollars by more effectively approaching senior and reunion classes with well-defined projects.

WHO SHOULD ATTEND

Advancement managers and library leaders will be better able to increase their library fundraising dollars by more effectively approaching senior and reunion classes with well-defined projects. **Please note that this event will not cover fundraising for comprehensive or whole-library capital renovation efforts.**

AGENDA

- Institutional context
 - Enrollment, alumni base, and shop structure
 - Program backdrop and genesis
 - Program successes
- The program model
 - Senior-class gifts
 - Making the case
 - Sample materials
 - Reunion gifts
 - Sample asks
 - Coding and renewals
- Selecting and executing the right projects
 - Library/advancement communications
 - Developing needs lists
 - Tips for staying connected
 - Project options and exemplars
 - Strong stewardship options
- Implementing the program at your institution
 - Building buy-in
 - Moving funding sources from other projects
 - Translating the model to a smaller setting

Boost your library fundraising with senior and reunion class campaigns featuring targeted projects.



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INSTRUCTORS



Karen McQuigge, Director, Alumni Advancement, McMaster University

Joining McMaster's office of alumni advancement in 1998, Karen was appointed to her current role in 2006. Previously serving as the associate director, she is currently responsible for managing the university's alumni relations and annual giving efforts. Karen has worked on two of McMaster's fundraising project teams – one for the University Student Centre and the other dedicated to the Athletics and Recreation Centre and Stadium Campaign. She came to McMaster from positions in the Canadian Intramural Recreation Association of Ontario and Mohawk College.



Jeffrey Trzeciak, University Librarian, McMaster University

Jeff is responsible for the management of the McMaster's Thode Science and Engineering Library, Innis Business Library and Mills Library for the Social Sciences and Humanities, Classroom Audio Visual Services, and the Lyons New Media Centre. With more than 20 years of experience working in academic and public libraries, he has held positions including associate dean at the Wayne State University Library System and the head of systems at the Wright State University Libraries. Jeff has spoken internationally on a variety of topics including digital library initiatives, Web 2.0, organizational change, and library innovation.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CFRE Continuing Education Credits

Most Academic Impressions fundraising-related events are applicable for continuing education credits toward the CFRE International application for initial certification and/or recertification. This program is currently being considered for approval.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before October 4, 2011

Single Site Connection: Using Senior Class and Reunion Giving to Boost Library Fundraising _____ \$350.00 USD

Additional Site Connection _____ \$195.00 USD

(After October 4, 2011, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD

Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily

Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays

Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) _____

Name on Card _____

Account Number _____

Exp. Date _____ Billing Zip Code/Postal Code _____

Security Code (last 3 digits on the back of Visa and MC _____ or 4 digits on front of AmEx)

CHECK/INVOICE

My check is included and covers _____ registration(s)

Check # _____

Please invoice me

Purchase Order # _____

(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by August 5, 2011. A \$75 processing fee will be assessed. After August 5, 2011 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

