



# PARTNERING GIVING AND ALUMNI RELATIONS TO BETTER ALIGN EFFORTS

January 30, 2017 :: 1:00 - 2:30 p.m. EST

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*Learn a number of practical ways to successfully partner between your two offices.*  
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## OVERVIEW

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Learn proven strategies for building effective partnerships and aligning the work done between alumni relations and fundraising teams. When these two teams work in concert with each other, it can dramatically increase both engagement and giving. Lynne Wester and Jenny Jones will give you practical advice for:

- Beginning the conversation about partnership
- Developing shared goals between your two teams
- Integrating and improving communications from both offices
- Deciding which initiatives benefit the most from partnership

## WHO SHOULD ATTEND

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Annual giving and alumni relations professionals are encouraged to register for and attend this webcast together to understand how to more effectively work towards engaging and soliciting their alumni population. The webcast will be presented from the perspective of giving as the end goal for each camp's work.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/partnering-giving-and-alumni-relations-better-align-efforts](http://www.academicimpressions.com/webcast/partnering-giving-and-alumni-relations-better-align-efforts)



## LEARNING OUTCOME

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After participating in this online training, you will be able to more effectively partner with your alumni relations or fundraising counterparts.

## CONTACT US FOR MORE INFORMATION

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Contact Gwen Doyle, Program Manager at [gwen@academicimpressions.com](mailto:gwen@academicimpressions.com) or 720-988-1258 if you'd like additional information about the program.

## AGENDA

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Monday, January 30, 2017 :: 1:00 - 2:30 p.m. EST

### ➔ **How to Form an Effective Partnership**

- Fully understanding each other's role
  - » Beginning the dialogue
  - » Joint retreat
- Blended strategic planning
- Developing and aligning goals
- Finding opportunities for collaboration

### ➔ **Communications**

- Integrated messaging
- Digital and social media best practices

### ➔ **Initiatives to Partner**

- Tuition freedom day
- Commencement
- Homecoming
- Giving days
- Volunteer management
- Donor and alumni relations
- Reunion/alumni weekend



## INSTRUCTORS

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### **Lynne Wester, Donor Relations Guru**

Lynne is a frequent conference speaker and a well-known resource for donor relations and fundraising. She has been featured in *The Washington Post*, *CURRENTS* magazine, *The Chronicle of Philanthropy* and other industry publications. Lynne also created the website and blog [www.donorrelationsguru.com](http://www.donorrelationsguru.com) where she shares her expertise, opinions, and collections of samples on a variety of topics to the greater development world and hosts a monthly webinar series.

Using her hands-on approach, Lynne works with many organizations to help them keep their focus donor driven, technology savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan, and holds a master's in strategic fundraising and philanthropy with an emphasis in higher education.

### **Jenny Jones, Principal Management Consultant, Ellucian**

Prior to her current role, Jenny served as the Executive Director for Alumni Affairs at UNC Charlotte. From 2008-2012 she served as Director of Alumni Affairs for the Duke University School of Medicine and from 2002 - 2008 she served as Duke Medicine's Director for Special Events and Donor Relations. She began her professional career in Student Affairs, working in Residence Life at Appalachian State University and Western Carolina University before moving to the University of Kentucky where she was Assistant Director for Student Activities. In her role at UK, Jenny advised Student Activities Board committee chairs for the Cinema, Spotlight Jazz, Homecoming and Visual Arts committees; negotiated contracts for major artists; created publicity pieces; and worked all major events sponsored through Student Affairs. Jenny moved into Alumni Affairs at the University of Kentucky when she took on the role of Special Programs Coordinator for the Alumni Association, handling all special events for the Association. She was promoted to the position of Associate Director for Membership, Marketing and Special Programs. In this role she worked with alumni clubs across the country as well as supervising membership/marketing and all special events for the Association.

Jenny earned her Bachelor's degree in secondary education and history with a minor in music, as well as a Master's degree in education administration from Appalachian State University. She is currently working towards her doctorate in educational policy studies at the University of North Carolina, Greensboro.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership  <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before January 23, 2017. After January 23, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_