



SOLICITING ENDOWMENT SUPPORT

January 31, 2017 :: 1:00 - 2:30 p.m. EST

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Get tactics for communicating with donors about your endowment in a more compelling way.

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OVERVIEW

Raising funds for your endowment can be one of the most confounding fundraising tasks, but doing so is also an important part of a long-term, sustainable fundraising strategy. Learn how to more effectively raise endowed gifts for your institution. Our expert instructor will share insights on:

- Developing language and gaining buy-in for endowment fundraising internally
- Understanding how to talk about and solicit endowed funds with donors
- Identifying endowment prospects
- Closing gifts for your endowment

EDUCATE DONORS ON THE ENDOWMENT

Included with your registration is a one-page guide to help educate potential endowment donors. This guide can be used as a sample and modified to your unique institutional context.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/soliciting-endowment-support



WHO SHOULD ATTEND

Frontline fundraisers and those charged with raising endowed funds will learn how to educate both internal and external audiences on endowments, how to identify potential donors and how to close more endowed gifts.

LEARNING OUTCOME

After participating in this online training, you will be able to better educate your internal and external stakeholders to more effectively fundraise for your institution's endowment.

CONTACT US FOR MORE INFORMATION

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



AGENDA

Tuesday, January 31, 2017 :: 1:00 - 2:30 p.m. EST

➔ Internal Education Pieces

- Gaining Internal Buy-In for Endowment Fundraising
 - » Educating deans and academic leadership
 - » Developing language for donors
- Endowment Fundraising as a Part of Your Fundraising Strategy
 - » Identifying naming opportunities
 - » Thinking about endowments creatively
 - » Equipment
 - » Administrative support
 - » Other supplies

➔ External Education Pieces

- Educating and Soliciting Prospects and Donors
 - » Identifying ideal endowment prospects
 - » Sample visit conversations
 - » Outright gifts vs. endowment
 - » Explaining your spend policy
- Closing Endowed Gifts
 - » Developing sound gift agreements
 - » Regularly reporting on endowments
- Stewardship

INSTRUCTOR

John Greenhoe, CFRE, Director of Principal Gifts, Western Michigan University

John has nearly 20 years of experience in major gifts and has worked with donors on the creation of more than 90 endowed funds during his tenure at WMU. He is a frequent international speaker and the author of *Opening the Door to Major Gifts: Mastering the Discovery Call* (CharityChannel Press, 2013). John's bestselling book helps nonprofit organizations begin relationships with potential donors.



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 Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before January 24, 2017. After January 24, 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.

Print Name _____ Job Title _____

Institution/Organization _____

Address _____ Fax _____

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

Telephone _____ Email _____

CREDIT CARD AMOUNT TO CHARGE: _____



Name on Card _____ Account Number _____

Billing Address _____ Billing City _____ Billing State _____

Billing Zip Code/Postal Code _____ Exp. Date _____ 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 # _____