



# RETHINKING FACULTY AND STAFF GIVING

May 11, 2017 :: 1:00 - 2:30 p.m. EDT

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*Achieve a more successful short-term faculty and staff giving campaign.*  
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## OVERVIEW

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Learn how you can reinvigorate your faculty and staff giving program using proven tactics from Texas Christian University. Our expert faculty will demonstrate how their one-month approach achieved an 80% participation rate last year including strong support from faculty and physical plant staff. You will learn how to:

- Select appropriate representatives
- Write and design effective program materials
- Communicate with difficult constituencies
- Manage competing external campaigns
- Address difficult economic conditions
- Scale to a larger setting

## WHY ARE FACULTY AND STAFF GIVING CAMPAIGNS IMPORTANT?

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A strong faculty and staff giving program demonstrates to external donors that your institution's employees model the giving behavior they should emulate. However, most institutions struggle with the amount of time they spend attempting to communicate the value of the institution as a philanthropic cause.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/rethinking-faculty-and-staff-giving-may-2017](http://www.academicimpressions.com/webcast/rethinking-faculty-and-staff-giving-may-2017)



## ADDITIONAL RESOURCES

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Included in your registration is a resource packet that includes:

- A month-to-month planning checklist
- Six sample pledge forms and campaign emails
- Frequently asked questions and answers for your campaign

## WHO SHOULD ATTEND

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Annual giving professionals charged with managing a faculty and staff giving effort will learn how to rethink the year-long campaign concept to concentrate efforts and grow donor ranks.

## LEARNING OUTCOME

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After participating in this online training, you will be able to improve your faculty and staff donor giving program with a better understanding of a short-term campaign approach.

## 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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Thursday, May 11, 2017 :: 1:00 - 2:30 p.m. EDT

- ➔ **Institutional Context from TCU**
- ➔ **The Compressed Model**
  - Length of campaign
  - Counting and designation principles
  - Focus on participation vs. dollars
  - Choosing chairs and representatives
- ➔ **Program Messaging and Marketing**
  - Checklists
  - Packet materials
  - Solicitation calendars
  - Thank-you suggestions
- ➔ **Obtaining Buy-In**
  - Key relationships to develop
  - How to effectively partner with HR
  - Special considerations for unique populations
    - » Academic support
    - » Faculty senate and staff assembly
    - » Physical plant
- ➔ **Translating the Model**
  - Scaling for a larger institution
  - Dealing with competing external campaigns
  - Addressing economic conditions
  - Alumni employee club possibilities

## INSTRUCTOR

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### **Elyse Menger, Director of Constituent Giving, Texas Christian University**

Elyse is responsible for overseeing class gift programming, the faculty and staff annual campaign, and affinity based fundraising. She also manages over 200 volunteers annually for TCU. Elyse has worked at TCU since 2012, formerly serving as the assistant director of student and young alumni programs, where she worked on the 2014 CASE Gold award winning student philanthropy program, Count Me In!



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 + Digital Recording	Live Webcast (Additional connection \$195 each)	Digital Recording of Live Webcast	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 May 4, 2017. After May 4, 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 # \_\_\_\_\_