



CONFERENCE

FUNDRAISING FOR PRESIDENTS INSTITUTE

July 13 - 14, 2017

Phoenix, AZ





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Develop an effective working relationship between your president's office and advancement shop.

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OVERVIEW

Learn how to appropriately engage in fundraising as a university president. Spending time with the right donors, knowing when to make an ask, and understanding what to ask for is more critical than ever. Building on key lessons from Fundraising for Presidents: A Guide, Jim Langley will prepare presidents to be strategically incorporated into fundraising activities.

PERFECT FOR PRESIDENTS AND ADVANCEMENT LEADERSHIP

This conference is ideal for presidents, campus leaders, and fundraising executives who work closely with the president when making asks and executing the philanthropic strategy of their institution. Board members, particularly those involved with the advancement or development committee or fundraising strategy, are also encouraged to attend.

We highly recommend attending this program with a cross-functional team, including your president and vice president of advancement and chief financial officer, so that you can make the most of this interactive, thought-provoking institute. Your team will leave this program equipped with a plan to better collaborate across campus leadership to achieve strategic fundraising goals.

"Jim Langley was an outstanding presenter and communicator whose background and experience provided me with the tools to strategically assist our advancement program."

- Judith Morris, President, Lambton College

"The conference was a great use of my time with the president. We look forward to utilizing many of the things we learned as soon as we get back to campus."

- Jim Geiger, Vice President of University Advancement, Clarion University

LEARNING OUTCOME

After participating in this conference, you will be able to work with your advancement or leadership counterpart to raise more money for your institution.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/fundraising-presidents-institute-july-2017



PROUD PARTNER

This event is being presented in partnership with the League for Innovation. With this core of powerful and innovative community colleges and 100 corporate partners, the League continues to fulfill its mission through conferences and institutes; online resources; research; and projects and initiatives with member colleges, corporate partners, government agencies, and private foundations in support of student and institutional success.

League activities and initiatives center on essential topics for community colleges, including diversity, equity, and inclusion; information technology; leadership development; learning and student success; research and practice; and workforce development.



www.league.org

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

THURSDAY, JULY 13, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 10:00 a.m.

Understanding Charity vs. Philanthropy

In this opening session, you will learn about the distinction between charity and philanthropy and how to communicate the difference to the highest level administrators on your campus. This session will also address how you can best position your institution as a philanthropic venue, set a philanthropic strategy for your institution, and identify true philanthropists in your work. You will leave this session equipped with a revised case for support based on these key lessons.

10:00 - 10:30 a.m.

Morning Break

10:30 a.m. - 12:00 p.m.

Establishing a Well-Chosen Board

Often, your board of trustees is the group of people the president spends the most focused time with. However, how can you guarantee you have the right representatives on the board? Perhaps you inherited your current board of trustees and it will be years before these members cycle off. In this interactive session, you will evaluate your current board structure. Our expert instructor will then demonstrate how to engage board members as institutional advocates and best leverage these prominent alumni and community members for fundraising success. This session will include a board audit, allowing you to evaluate the mix of current board members and determine what the future mix of board members should look like.

12:00 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 4:00 p.m.

A Triad of Success: Building the Relationship Between the President, Chair of the Board, and VP of Advancement

The relationship between the president, the chair of the board, and the vice president of advancement is crucial to achieving fundraising success. Understanding exactly what the appropriate roles and responsibilities are across this trio can be difficult. During this session, you will learn how to foster a productive relationship amongst the president, vice president, and board chair and exactly which responsibilities lie with each party.

4:00 - 4:30 p.m.

Day 1 Wrap-Up

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

FRIDAY, JULY 14, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 10:00 a.m.

Managing the President's Time

There are four main external constituency groups the advancement shop interacts with: alumni; parents; community philanthropists; and corporate, foundation, or industry partners. How much time is your president spending with each constituency group? How much time should your president be spending with each group? In this opening session on the second day, you will learn which constituency groups are most deserving of the president's time and how to organize his or her calendar accordingly. You will also complete a time and event audit to assess who the president is spending the most time with and identify opportunities for rearrangement.

10:00 - 10:30 a.m.

Morning Break

10:30 a.m. - 12:00 p.m.

Involving the President Throughout the Solicitation Cycle

Moving donors throughout the stages of the solicitation cycle can be a multi-year process from identification to solicitation and stewardship. With many key prospects catching the attention of your major and principal gift officers, it can be difficult to identify which donors require your president's attention and in which parts of the solicitation cycle the president should be most heavily involved. Paying particular attention on the cultivation and solicitation stages of the solicitation cycle, you will learn best practices for preparing the president to make the ask, handle rejection, and ask probing follow-up questions.

12:00 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 3:00 p.m.

President as Steward

Stewardship is an increasing area of priority for nearly every advancement shop and a key opportunity for the president to be involved with donors without always asking for a gift. With top donors demanding institutions be held accountable for their spending and the use of their donated dollars, the president is in a prime position to regularly update these donors on institutional strategy and progress. Building off the previous session, you will leave this session with an understanding of how to engage the president in the ongoing stewardship of your top donors and the link between stewardship and institutional strategy.

3:00 - 3:30 p.m.

Afternoon Break

3:30 - 4:30 p.m.

Closing Discussion: Tying It All Together

The program will conclude with a group discussion focusing on what your president can do to greatly improve institutional fundraising success. This session will also outline intentional next steps for returning to your campus and better employing the president as a fundraiser.



INSTRUCTOR

James M. Langley, Founder and President, Langley Innovations

Before forming his own comprehensive advancement consulting firm, Jim served as vice president for advancement at Georgetown University. At Georgetown, he led the institution's offices of alumni affairs, strategic communications and marketing, development, medical center development, and advancement services. During his tenure, he produced record numbers in new commitments and dollars, despite a difficult economy. He also launched a number of innovative programs, including the acclaimed Student Discovery Initiative.

Jim arrived at Georgetown after spending eight years as the vice president for advancement at the University of California, San Diego. At UCSD, he led the planning and execution of the institution's seven-year \$1 billion campaign, then raised almost half the target amount in three years, despite a weak economy. Jim also previously served as vice president for external affairs at Georgia Institute of Technology, increasing annual gift income from \$26 million to \$76 million and more than tripling the institution's endowment to well over \$500 million. Operations under his management have won awards in virtually every area of university advancement.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

July 13 - 14, 2017 :: Phoenix, AZ

HOTEL:

Hyatt Regency Phoenix
122 N. Second Street
Phoenix, AZ 85004

To reserve your room, please call 602.252.1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$189 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of July 12 and 13, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to June 21, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

Experience the tranquil beauty of the Southwest combined with the exhilarating energy of a vibrant cosmopolitan city at Hyatt Regency Phoenix. Situated in the center of downtown Phoenix, the hotel is adjacent to the Phoenix Convention Center and steps away from sports venues, dining and shopping.

TRANSPORTATION:

- PHX Sky Harbor International Airport (PHX) is 6 miles/10 minutes from hotel
- Taxi is approximately \$18 each way
- Phoenix Light Rail is \$2 per person each way



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Thursday, breakfast and lunch on Friday, as well as refreshments and snacks throughout the conference.

For every person you register from your institution, receive a second registration at \$250 off of the registration price.

<div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px;">CONFERENCE</div> <div style="background-color: #f0f0f0; padding: 10px; margin-bottom: 10px;">Fundraising for Presidents: Institute</div> <div style="background-color: #9e9e9e; color: white; padding: 10px; font-size: 1.2em;">\$1,595</div>	<div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px;">WITH AI PRO MEMBERSHIP</div> <div style="background-color: #f0f0f0; padding: 10px; margin-bottom: 10px;">Get \$100 OFF with your AI Pro Membership</div> <div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px; text-align: center;">Learn More</div> <div style="background-color: #9e9e9e; color: white; padding: 10px; font-size: 1.2em;">\$100 OFF</div>
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EARLY BIRD PRICING

Postmarked on or before June 23, 2017. For registrations postmarked after June 23, 2017, an additional \$100 fee per registrant applies.

REGISTER ONLINE or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

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

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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

CREDIT CARD



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)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.