



Academic Impressions MEMBERSHIP

AI Advancement Pro

\$3,295.00/yr

AI Advancement Pro is an annual membership that gives you and your team access to practical and actionable training on the most critical issues facing higher education. Membership includes access to:

- Free live and on-demand webinars within your membership area
- A member dashboard and individual logins for your whole team, no limits
- Institutional usage data to track the ROI for your department or office
- Discounts on in-person conferences within your membership area

AI Advancement Pro Listing

Advancement Services

1. Accurately Reporting for the CASE Campaign and VSE Surveys
2. Accurately Reporting for the VSE Survey
3. Advancement FASB Fund Accounting and Reporting
4. Creating Customized Impact Reports
5. Developing Gift Acceptance Policies
6. Developing Institutional Naming Policies
7. Effective Gift Agreements: Documenting Donor Intent
8. Essential Reports for Donor Relations
9. FERPA for Advancement: Train Your Whole Shop
10. Foundations of Fund Auditing
11. Launching a Crowdfunding Initiative
12. Meeting the Challenges of Accepting and Receipting Gifts
13. PCI DSS Compliance in Advancement: Update for 3.2
14. Predictive Modeling 101 for Advancement Professionals
15. Successful Salon Events
16. Tools for Increasing Fundraising Effectiveness and Efficiency

Alumni Relations

1. Affinity-Based Programming and Giving
2. Alumni Career Services: Developing an Online Programming Series
3. Alumni Surveys: Designing, Deploying, and Analyzing Responses

4. Building an Alumni Career Services Program in Advancement
5. Building Better Reunions
6. Commencement: Engaging Students as Future Alumni
7. Communicating with Young Alumni about Giving
8. Decoding U.S. News: Accurately Reporting Your Alumni Participation Numbers
9. Developing a Student-Alumni Career Connections Program
10. Developing Successful Student Philanthropy Events
11. Effective Student Foundations and Student Alumni Associations
12. Engaging Alumni through Athletics
13. Engaging International Alumni
14. Five Areas to Partner Annual Giving and Alumni Relations
15. Global Considerations for a Modern Campaign
16. Implementing an Alumni Engagement Scoring Model
17. Managing Annual Fund Volunteers
18. Measuring and Evaluating Your Alumni Relations Program
19. Mobile Apps: Strengthening Alumni Engagement Strategy
20. Performance Metrics for Alumni Relations Staff
21. Strategically Managing Alumni Chapters
22. Successful Young Alumni Programming
23. Transition Programming: From Student to Alumni Professional
24. Using the Net Promoter® System in Alumni Relations

Annual Giving

1. Affinity-Based Programming and Giving
2. Athletics Fundraising: Direct Mail Strategy
3. Auditing Your Annual Giving Operations
4. Branding and Marketing Your Leadership Annual Giving Program
5. Building Better Reunions
6. Creating Giving Circles to Increase Annual Giving
7. Developing Successful Student Philanthropy Events
8. Developing Successful Student Philanthropy Events
9. Direct Mail: Back to Basics
10. Effective Student Foundations and Student Alumni Associations
11. Elevating Your Parent Giving Program
12. Five Areas to Partner Annual Giving and Alumni Relations
13. Integrating Annual Giving into Campaigns
14. Launching a Crowdfunding Initiative
15. Launching a Giving Day
16. Managing Annual Fund Volunteers
17. Measuring and Evaluating Your Annual Giving Staff
18. Optimizing Your Online Giving Site
19. Parent Giving: Building and Growing Your Program

20. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
21. PCI DSS Compliance in Advancement: Update for 3.2
22. Phonathon Essentials
23. Recurring Gifts: Growing Your Program
24. Rethinking Faculty and Staff Giving
25. Running a Meaningful Senior Campaign
26. Stewarding Your Annual Donors
27. Strategies for Improving Donor Retention
28. Successful Young Alumni Programming
29. Transitioning Leadership Annual Donors to Major Donors
30. Using Data to Inform Annual Giving Strategy

Corporate & Foundation Relations

1. Corporate Stewardship: Demonstrating ROI
2. Engaging Faculty to Improve Corporate Relations
3. Establishing a Revenue-Generating Corporate Engagement Program
4. Measuring and Evaluating Corporate and Foundation Relations Staff
5. Proven Approaches to Building Corporate Engagement

Fundraising Management

1. AI Pro Chats-Improving Front and Back Office Relations
2. Building a Custom Corporate Training Program
3. Building Fundraising Partnerships with Athletic Directors
4. Cultivating a Team of Student Development Officers
5. Effectively Closing a Campaign
6. Effectively Launching a Campaign
7. Global Considerations for a Modern Campaign
8. In-House Professional Development for Advancement
9. Leveraging Metrics to Improve Advancement Events
10. Measuring and Evaluating Planned Giving Staff
11. Measuring and Evaluating Your Alumni Relations Program
12. Measuring and Evaluating Your Donor Relations Program
13. Measuring and Evaluating Your Planned Giving Program
14. Performance Metrics for Prospect Research and Management Staff
15. Planning and Managing Project-Based Fundraising
16. Project-Based Young Alumni Relations and Annual Giving Strategies
17. Reassessing Donor Recognition Levels
18. Recruiting and Retaining a Talented Advancement Team
19. Regional Advancement Strategy: Investing in a Physical Presence
20. Student Affairs Fundraising: Building a Sustainable Structure
21. Volunteer Management in Advancement

Fundraising Skills

1. A Practical Approach to Fundraising Ethics
2. AI Pro Chats: 3 Unique Donor Relations Tactics
3. Blended Gifts for Major Gift Officers
4. Capital Campaigns: Integrating Student Involvement
5. Donor Appreciation: Leveraging Existing Events
6. Fundraising Essentials: Advancing Your Career for Underrepresented Professionals
7. Fundraising Essentials: Donor Relations for Frontline Fundraisers
8. Fundraising Essentials: Making the Ask
9. Fundraising Essentials: Making the Cold Call
10. Fundraising Essentials: Perfecting Moves Management
11. Fundraising Essentials: Successful Donor Visits
12. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
13. Fundraising for Law Schools
14. Global Considerations for a Modern Campaign
15. Planned Giving Vehicles
16. Planned Giving: Using Student Callers
17. Prospecting Using Social Media
18. Stewarding Your Planned Giving Donors
19. Tools for Increasing Fundraising Effectiveness and Efficiency
20. Transitioning Leadership Annual Donors to Major Donors
21. Using Social Media Creatively to Increase Donor and Alumni Engagement
22. What Every Academic Chair Needs to Know CD Recording
23. Writing Workshop for Advancement Professionals

Marketing and Communication

1. 9 Principles for Branding Your Capital Campaign
2. Athletics Fundraising: Direct Mail Strategy
3. Branding and Marketing Your Leadership Annual Giving Program
4. Creating a Responsive Design Framework for University Websites
5. Effectively Implementing Your Social Media Policy
6. Ensuring Successful Outcomes with Marketing Consultants
7. Facebook Paid Promotions: Increase Engagement & Giving
8. Implementing Your Social Media and Branding Guidelines
9. Inspiring Campaign Branding and Communications
10. Launching a Branding Initiative
11. Launching a Branding Initiative
12. Managing Higher Education Social Media Challenges
13. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
14. Marketing Your Planned Giving Program
15. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
16. Mobile Web Design for Student Recruitment

17. Optimizing Your Online Giving Site
18. Partnering Advancement and Communications to Enhance Your Institution's Brand
19. Social Media Strategy, Tactics, and ROI for Advancement
20. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
21. Strategizing for Social Media in Advancement
22. Staffing and Structuring a Successful Marketing Communications Department
23. University Magazines: Maximizing Print and Digital Content
24. Using Social Media Ambassadors and Hashtag Campaigns to Improve Content Curation
25. Using Social Media Creatively to Increase Donor and Alumni Engagement
26. Using Student Storytelling in Higher Ed Marketing
27. Using Video Effectively in Higher Ed Marketing
28. Writing Workshop for Advancement Professionals