

# ADVANCEMENT

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## Academic Fundraising

1. Building a Custom Corporate Training Plan
2. Engaging Faculty to Improve Corporate Relations
3. Fundraising for New Department Chairs
4. Writing Workshop for Advancement Professionals

## Advancement Services and Operations

1. Accurately Reporting for the CASE Campaign and VSE Surveys
2. Advancement FASB Fund Accounting and Reporting
3. AI Pro Chats – Improving Front and Back Office Relations
4. Creating Customized Impact Reports
5. Developing Gift Acceptance Policies
6. Developing Institutional Naming Plans and 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: Auditing to Ensure Institutional Compliance
11. Foundations of Fund Auditing: Auditing to Ensure Donor Intent
12. Implementing an Alumni Engagement Scoring Model
13. Launching a Giving Day: Planning and Executing
14. Launching a Giving Day: Gift Processing and Stewardship
15. Leveraging Metrics to Improve Advancement Events
16. Meeting the Challenges of Accepting and Receipting Gifts: Gift Definitions and Receipting
17. Meeting the Challenges of Accepting and Receipting Gifts: Non-Cash Gifts and Acceptance Considerations
18. PCI DSS Compliance in Advancement: Update for 3.2
19. Performance Metrics for Prospect Research and Management Staff
20. A Practical Approach to Fundraising Ethics
21. Predictive Modeling 101 for Advancement Professionals
22. Prospecting Using Social Media
23. Recruiting and Retaining a Talented Advancement Team
24. Refining Your Impact Reporting Process

25. Student Affairs Fundraising: Building a Sustainable Structure
26. Tools for Increasing Fundraising Effectiveness and Efficiency
27. U.S. News: Accurately Calculating and Reporting Your Alumni Participation Numbers

## 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 Better Reunions: Planning An Alumni-Centered Reunion
5. Building Better Reunions: Reunion Volunteer Management and Giving Structures
6. Building a Comprehensive Alumni Awards Program
7. Building an Alumni Career Services Program in Advancement
8. Capital Campaigns: Integrating Student Involvement
9. Commencement: Engaging Students as Future Alumni
10. Cultivating a Team of Student Development Officers
11. Developing a Student-Alumni Career Connections Program
12. Developing Successful Student Philanthropy Events
13. Diversity and Inclusion Engagement Strategies for Alumni and Donors
14. Effective Student Foundations and Student Alumni Associations
15. Engaging Alumni Through Athletics
16. Global Considerations for a Modern Campaign
17. Implementing an Alumni Engagement Scoring Model
18. An Introduction to Advancement Event Protocol and Etiquette
19. Measuring and Evaluating Your Alumni Relations Programs
20. A Multi-Channel Approach to Young Alumni Giving Communications
21. Partnering Giving and Alumni Relations to Better Align Efforts
22. Revitalizing Your Student Foundation Program
23. Starting a Corporate Alumni Chapter Program
24. Strategically Managing Alumni Chapters
25. Strategies to Improve International Alumni Engagement
26. Strategies to Improve the Effectiveness of Your Volunteer Program
27. Successful Young Alumni Programming
28. Transition Programming: From Student to Alumni Professional

29. Using Social Media Creatively to Increase Donor and Alumni Engagement
30. Using the Net Promoter® System in Alumni Relations
31. Volunteer Management in Advancement: Effective Volunteer Management
32. Volunteer Management in Advancement: Creating a Meaningful Volunteer Experience
33. Writing Workshop for Advancement Professionals

## Annual Giving

1. Affinity-Based Programming and Giving
2. Annual Giving: Integrating Email with Your Overall Strategy
3. Athletics Fundraising: Direct Mail Strategy
4. Auditing Your Annual Giving Operations
5. Branding and Marketing Your Leadership Annual Giving Program
6. Building the Infrastructure for a Culture of Philanthropy in the Digital World
7. Creating Giving Circles to Increase Annual Giving
8. Cultivating a Team of Student Development Officers
9. Developing Successful Student Philanthropy Events
10. Direct Mail: Back to Basics
11. Diversity and Inclusion Engagement Strategies for Alumni and Donors
12. Effective Student Foundations and Student Alumni Associations
13. Elevating Your Parent Giving Program
14. Integrating Annual Giving into Campaigns
15. Launching a Crowdfunding Initiative
16. Launching a Giving Day: Planning and Executing
17. Launching a Giving Day: Gift Processing and Stewardship
18. Managing Annual Fund Volunteers
19. Measuring and Evaluating Your Annual Giving Staff
20. A Multi-Channel Approach to Young Alumni Giving Communications
21. Optimizing Your Online Giving Site
22. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
23. Partnering Giving and Alumni Relations to Better Align Efforts
24. Phonathon Essentials: Scripting
25. Phonathon Essentials: Data Analysis and Segmentation
26. Phonathon Essentials: Hiring and Training Student Callers
27. Phonathon Essentials: Ongoing Phonathon Management and Fulfillment

28. Recurring Gifts: Strategies to Grow Your Program
29. Rethinking Faculty and Staff Giving
30. Revitalizing Your Student Foundation Program
31. Running a Meaningful Senior Campaign
32. Stewarding Your Annual Donors
33. Strategies for Improving Donor Retention
34. Strategies to Improve the Effectiveness of Your Volunteer Program
35. Student Affairs Fundraising: Building a Sustainable Structure
36. Successful Young Alumni Programming
37. Using Data to Inform Your Annual Giving Strategy: Making the Case for a Data-Driven Strategy
38. Using Data to Inform Your Annual Giving Strategy: Segmenting Your Populations
39. Using Data to Inform Your Annual Giving Strategy: Analyzing Your Data
40. Using Data to Inform Your Annual Giving Strategy: Using Surveys to Gather Additional Data
41. Using Social Media Creatively to Increase Donor and Alumni Engagement
42. Volunteer Management in Advancement: Effective Volunteer Management
43. Volunteer Management in Advancement: Creating a Meaningful Volunteer Experience
44. Writing Workshop for Advancement Professionals

## Corporate and 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
6. Starting a Corporate Alumni Chapter Program
7. Using a Council to Establish a Holistic Corporate Engagement Strategy
8. Writing Workshop for Advancement Professionals

## Donor Relations

1. AI PRO Chats: 3 Unique Donor Relations Tactics
2. Corporate Stewardship: Demonstrating ROI
3. Creating Customized Impact Reports

4. Donor Appreciation: Leveraging Existing Events
5. Donor Relations: Demonstrating ROI
6. Donor Relations for Planned Giving: Improving Events and Impact Reporting: Stewardship Events and Donor Engagement
7. Donor Relations for Planned Giving: Improving Events and Impact Reporting: Strategic Communications and Impact Reporting
8. Effective Gift Agreements: Documenting Donor Intent
9. Essential Reports for Donor Relations
10. Family Giving: Cultivating the Next Generation of Wealth
11. Fundraising Essentials: Donor Relations for Frontline Fundraiser
12. An Introduction to Advancement Event Protocol and Etiquette
13. Leveraging Metrics to Improve Advancement Events
14. Reassessing Donor Recognition Levels
15. Refining Your Impact Reporting Process
16. Small Events for Donor Cultivation
17. Stewarding Your Annual Donors
18. Strategic Stewardship for Major and Principal Donors
19. Strategies for Improving Donor Retention
20. Writing Workshop for Advancement Professionals

## Major and Planned Giving

1. Adapting Non-Profit Strategies for Higher Ed Fundraising Success
2. Advancement Events: Effectively Launching a Campaign
3. Advancement Events: Effectively Closing a Campaign
4. AI Pro Chats – Improving Front and Back Office Relations
5. Blended Gifts: Strategies to Increase Your Fundraising Success
6. Building Fundraising Partnerships with Athletic Directors
7. Capital Campaigns: Integrating Student Involvement
8. Donor Relations for Planned Giving: Improving Events and Impact Reporting: Stewardship Events and Donor Engagement
9. Donor Relations for Planned Giving: Improving Events and Impact Reporting: Strategic Communications and Impact Reporting
10. Engaging Leadership Volunteers for Fundraising Success
11. Enhance Professional Development Offerings to Improve Gift Officer Retention
12. Family Giving: Cultivating the Next Generation of Wealth
13. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia

14. Fundraising Essentials: Advancing Your Career for Underrepresented Professionals
15. Fundraising Essentials: Donor Relations for Frontline Fundraiser
16. Fundraising Essentials: Making the Ask
17. Fundraising Essentials: Making the Cold Call
18. Fundraising Essentials: Perfecting Moves Management
19. Fundraising Essentials: Successful Donor Visits
20. Fundraising for Law Schools
21. Global Considerations for a Modern Campaign
22. Innovative Planned Giving: How One Shop is Growing Its Program
23. Integrating Annual Giving into Campaigns
24. Managing Your Portfolio for Greater Fundraising Success
25. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
26. Marketing Your Planned Giving Program
27. Measuring and Evaluating Your Planned Giving Program
28. Planning and Managing Project-Based Fundraising
29. Planned Giving: Using Student Callers
30. Planned Giving Vehicles
31. A Practical Approach to Fundraising Ethics
32. Recruiting and Retaining a Talented Advancement Team
33. Regional Advancement Strategy: Investing in a Physical Presence
34. Small Events for Donor Cultivation
35. Soliciting Endowment Support
36. Strategic Stewardship for Major and Principal Donors
37. Tools for Increasing Fundraising Effectiveness and Efficiency
38. Transitioning Leadership Annual Donors to Major Donors
39. Working with a Donor's Financial Planner
40. Writing Workshop for Advancement Professionals

## Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. Annual Giving: Integrating Email with Your Overall Strategy
3. Athletics Fundraising: Direct Mail Strategy
4. Branding and Marketing Your Leadership Annual Giving Program

5. Branding Your Career Services Department
6. Building the Infrastructure for a Culture of Philanthropy in the Digital World
7. Campaign Communications: Clearly Communicating Objectives and Impact
8. Connecting Market Research to Strategy in Higher Ed: Using Market Research to Inform Strategy
9. Connecting Market Research to Strategy in Higher Ed: Using Social & Digital Data to Inform Marketing Intelligence
10. Creating a Framework for Proactive Issues Management
11. Developing and Using Personas in Higher Ed Marketing: Developing Personas
12. Developing and Using Personas in Higher Ed Marketing: Using Personas
13. Developing Presidential Voice: Toolkit for Marketing and Communications
14. Effectively Implementing Your Social Media Policy
15. Ensuring Successful Outcomes with Marketing Consultants
16. Five Steps for Sub-Branding in Higher Education
17. Implementing Your Social Media and Branding Guidelines
18. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
19. Innovative Planned Giving: How One Shop is Growing Its Program
20. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
21. Launching a Branding Initiative
22. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
23. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
24. Managing Higher Education Social Media Challenges
25. Marketing Your Planned Giving Program
26. Optimizing Your Online Giving Site
27. Partnering Advancement and Communications to Enhance Your Institution's Brand
28. Prospecting Using Social Media
29. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
30. Staffing and Structuring a Successful Marketing Communications Department
31. Strategizing for Social Media in Advancement
32. Tools for Creating a Brand Culture at Your Institution
33. University Magazines: Maximizing Print and Digital Content
34. Using Social Media Creatively to Increase Donor and Alumni Engagement
35. Using Student Storytelling in Higher Ed Marketing