



# Advancement

## Academic Fundraising

1. Building a Custom Corporate Training Plan
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Engaging Faculty to Improve Corporate Relations
4. Fundraising and Sexual Harassment: Documenting Effective Procedures
5. Fundraising for New Department Chairs
6. Increasing Board Engagement in Fundraising
7. Increasing Faculty Engagement in Advancement
8. Key Tenets for Advancement Writing
9. Leveraging CFR Competencies in Major Gift Fundraising
10. Practicing the Advancement Writing Key Tenets
11. Writing Workshop for Advancement Professionals

## Advancement Services and Operations

1. A Practical Approach to Fundraising Ethics
2. Accurately Reporting for the CASE Campaign and VSE Surveys
3. Advancement FASB Fund Accounting and Reporting
4. AI Pro Chats – Improving Front and Back Office Relations
5. Auditing to Ensure Institutional Compliance
6. Capacity Modeling
7. Creating Customized Impact Reports
8. Daily, Weekly, and Monthly Strategies to Better Manage Your Portfolio
9. Developing Gift Acceptance Policies
10. Developing Institutional Naming Plans and Policies
11. Developing Your Impact Reporting Strategy
12. Effective Gift Agreements: Documenting Donor Intent
13. Engagement Modeling
14. Essential Reports for Donor Relations
15. FERPA for Advancement: Train Your Whole Shop
16. Gift Definitions and Receipting
17. Gift Processing and Stewardship
18. Implementing an Alumni Engagement Scoring Model
19. Implementing Engagement and Capacity Models
20. Introduction to Advancement Services
21. Introduction to Alumni Relations
22. Introduction to Annual Giving
23. Introduction to Donor Relations



24. Introduction to Major Gifts
25. Introduction to Planned Giving
26. Leveraging Metrics to Improve Advancement Events
27. Non-Cash Gifts and Acceptance Considerations
28. PCI DSS Compliance in Advancement: Update for 3.2
29. Performance Metrics for Prospect Research and Management Staff
30. Planning and Executing
31. Predictive Modeling 101 for Advancement Professionals
32. Prospecting Using Social Media
33. Recruiting and Retaining a Talented Advancement Team
34. Refining Your Impact Reporting Process
35. Rethinking Donor Recognition Programs
36. Student Affairs Fundraising: Building a Sustainable Structure
37. Tools for Increasing Fundraising Effectiveness and Efficiency
38. Using Donor Feedback to Improve Giving
39. U.S. News: Accurately Calculating and Reporting Your Alumni Participation Numbers

## Alumni Relations

1. A Multi-Channel Approach to Young Alumni Giving Communications
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. Affinity-Based Programming and Giving
4. Alumni Career Services: Developing an Online Programming Series
5. Alumni Relations and Advancement Innovators: University of Notre Dame
6. Alumni Surveys: Designing, Deploying, and Analyzing Responses
7. An Introduction to Advancement Event Protocol and Etiquette
8. Building a Comprehensive Alumni Awards Program
9. Building an Alumni Career Services Program in Advancement
10. Capital Campaigns: Integrating Student Involvement
11. Commencement: Engaging Students as Future Alumni
12. Creating a Meaningful Volunteer Experience
13. Cultivating a Team of Student Development Officers
14. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
15. Developing an In-Depth Alumni Mentoring Program
16. Developing Successful Student Philanthropy Events
17. Diversity and Inclusion Engagement Strategies for Alumni and Donors
18. Effective Student Foundations and Student Alumni Associations
19. Effective Volunteer Management
20. Facebook for Donor and Alumni Engagement
21. Fundraising and Sexual Harassment: Documenting Effective Procedures
22. Global Considerations for a Modern Campaign
23. Implementing an Alumni Engagement Scoring Model

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24. Increasing Board Engagement in Fundraising
25. Instagram for Donor and Alumni Engagement
26. Integrating Effective Mentorship into the Fabric of Your Campus Culture
27. Introduction to Advancement Services
28. Introduction to Alumni Relations
29. Introduction to Annual Giving
30. Introduction to Donor Relations
31. Introduction to Major Gifts
32. Introduction to Planned Giving
33. Key Tenets for Advancement Writing
34. LinkedIn for Donor and Alumni Engagement
35. Measuring and Evaluating Your Alumni Relations Programs
36. Partnering Giving and Alumni Relations to Better Align Efforts
37. Planning an Alumni-Centered Reunion
38. Practicing the Advancement Writing Key Tenets
39. Reunion Volunteer Management and Giving Structures
40. Revitalizing Your Student Foundation Program
41. Snapchat for Donor and Alumni Engagement
42. Starting a Corporate Alumni Chapter Program
43. Strategically Managing Alumni Chapters
44. Strategies to Improve International Alumni Engagement
45. Strategies to Improve the Effectiveness of Your Volunteer Program
46. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
47. Successful Young Alumni Programming
48. Transition Programming: From Student to Alumni Professional
49. Twitter for Donor and Alumni Engagement
50. Using the Net Promoter® System in Alumni Relations
51. Writing Workshop for Advancement Professionals
52. Youtube for Donor and Alumni Engagement

## Annual Giving

1. A Multi-Channel Approach to Young Alumni Giving Communications
2. Affinity-Based Programming and Giving
3. Analyzing Your Data
4. Annual Giving Solicitations in Higher Ed: A Collection of Samples to Inspire Your Next Appeal
5. Annual Giving: Integrating Email with Your Overall Strategy
6. Athletics Fundraising: Direct Mail Strategy
7. Auditing Your Annual Giving Operations
8. Branding and Marketing Your Leadership Annual Giving Program
9. Building the Infrastructure for a Culture of Philanthropy in the Digital World
10. Creating a Meaningful Volunteer Experience

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11. Creating Giving Circles to Increase Annual Giving
12. Cultivating a Team of Student Development Officers
13. Data Analysis and Segmentation
14. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
15. Developing Successful Student Philanthropy Events
16. Developing Your Parent Giving Strategy
17. Direct Mail: Back to Basics
18. Diversity and Inclusion Engagement Strategies for Alumni and Donors
19. Effective Student Foundations and Student Alumni Associations
20. Effective Volunteer Management
21. Elevating Your Parent Giving Program
22. Facebook for Donor and Alumni Engagement
23. Fundraising and Sexual Harassment: Documenting Effective Procedures
24. Gift Processing and Stewardship
25. Hiring and Training Student Callers
26. Instagram for Donor and Alumni Engagement
27. Integrating Annual Giving into Campaigns
28. Introduction to Advancement Services
29. Introduction to Alumni Relations
30. Introduction to Annual Giving
31. Introduction to Donor Relations
32. Introduction to Major Gifts
33. Introduction to Planned Giving
34. Key Tenets for Advancement Writing
35. Launching a Crowdfunding Initiative
36. LinkedIn for Donor and Alumni Engagement
37. Making the Case for a Data-Driven Strategy
38. Managing Annual Fund Volunteers
39. Measuring and Evaluating Your Annual Giving Staff
40. Ongoing Phonathon Management and Fulfillment
41. Optimizing Your Online Giving Site
42. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
43. Partnering Giving and Alumni Relations to Better Align Efforts
44. Planning and Executing
45. Practicing the Advancement Writing Key Tenets
46. Recurring Gifts: Strategies to Grow Your Program
47. Rethinking Faculty and Staff Giving
48. Revitalizing Your Student Foundation Program
49. Running a Meaningful Senior Campaign
50. Scripting
51. Segmenting Your Populations

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52. Snapchat for Donor and Alumni Engagement
53. Stewarding Your Annual Donors
54. Strategies to Improve the Effectiveness of Your Volunteer Program
55. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
56. Student Affairs Fundraising: Building a Sustainable Structure
57. Successful Young Alumni Programming
58. Twitter for Donor and Alumni Engagement
59. Using Surveys to Gather Additional Data
60. Writing Workshop for Advancement Professionals
61. Youtube for Donor and Alumni Engagement

## Corporate and Foundation Relations

1. Corporate Stewardship: Demonstrating ROI
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Engaging Faculty to Improve Corporate Relations
4. Establishing a Revenue-Generating Corporate Engagement Program
5. Fundraising and Sexual Harassment: Documenting Effective Procedures
6. Key Tenets for Advancement Writing
7. Leveraging CFR Competencies in Major Gift Fundraising
8. Measuring and Evaluating Corporate and Foundation Relations Staff
9. Practicing the Advancement Writing Key Tenets
10. Proven Approaches to Building Corporate Engagement
11. Starting a Corporate Alumni Chapter Program
12. Using a Council to Establish a Holistic Corporate Engagement Strategy
13. Writing Workshop for Advancement Professionals

## Donor Relations

1. AI PRO Chats: 3 Unique Donor Relations Tactics
2. An Introduction to Advancement Event Protocol and Etiquette
3. Corporate Stewardship: Demonstrating ROI
4. Creating Customized Impact Reports
5. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
6. Developing Institutional Naming Plans and Policies
7. Donor Appreciation: Leveraging Existing Events
8. Donor Relations: Demonstrating ROI
9. Effective Gift Agreements: Documenting Donor Intent
10. Essential Reports for Donor Relations
11. Family Giving: Cultivating the Next Generation of Wealth
12. Fundraising and Sexual Harassment: Documenting Effective Procedures
13. Fundraising Essentials: Donor Relations for Frontline Fundraiser
14. How Donor Relations Can Improve Donor Retention

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21. Key Tenets for Advancement Writing
22. Leveraging Metrics to Improve Advancement Events
23. Practicing the Advancement Writing Key Tenets
24. Refining Your Impact Reporting Process
25. Rethinking Donor Recognition Programs
26. Small Events for Donor Cultivation
27. Stewarding Your Annual Donors
28. Stewardship Events and Donor Engagement
29. Strategic Communications and Impact Reporting
30. Strategic Partnerships with Donor Relations and Athletics
31. Strategic Stewardship for Major and Principal Donors
32. Using Donor Feedback to Improve Giving
33. Writing Workshop for Advancement Professionals

## Major and Planned Giving

1. A Practical Approach to Fundraising Ethics
2. Adapting Non-Profit Strategies for Higher Ed Fundraising Success
3. Advancement Events: Effectively Closing a Campaign
4. Advancement Events: Effectively Launching a Campaign
5. AI Pro Chats – Improving Front and Back Office Relations
6. Blended Gifts: Strategies to Increase Your Fundraising Success
7. Building Fundraising Partnerships with Athletic Directors
8. Capacity Modeling
9. Capital Campaigns: Integrating Student Involvement
10. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
11. Effectively Onboard Major Gift Officers with a 90-Day Plan
12. Engagement Modeling
13. Engaging Leadership Volunteers for Fundraising Success
14. Family Giving: Cultivating the Next Generation of Wealth
15. Five Key Components of a Successful Intrusive Advising Process
16. Fundraising and Sexual Harassment: Documenting Effective Procedures
17. Fundraising Essentials: Advancing Your Career for Underrepresented Professionals
18. Fundraising Essentials: Donor Relations for Frontline Fundraiser
19. Fundraising Essentials: Making the Cold Call
20. Fundraising Essentials: Perfecting Moves Management

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21. Fundraising Essentials: Successful Donor Visits
22. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
23. Fundraising for Law Schools
24. Global Considerations for a Modern Campaign
25. Implementing Engagement and Capacity Models
26. Increasing Board Engagement in Fundraising
27. Innovative Planned Giving: How One Shop is Growing Its Program
28. Integrating Annual Giving into Campaigns
29. Introducing Blended Gifts to Donor Conversations
30. Introduction to Advancement Services
31. Introduction to Alumni Relations
32. Introduction to Annual Giving
33. Introduction to Donor Relations
34. Introduction to Major Gifts
35. Introduction to Planned Giving
36. Key Tenets for Advancement Writing
37. Leveraging CFR Competencies in Major Gift Fundraising
38. Managing Your Portfolio for Greater Fundraising Success
39. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
40. Marketing Your Planned Giving Program
41. Measuring and Evaluating Your Planned Giving Program
42. Planned Giving Vehicles
43. Planned Giving: Using Student Callers
44. Planning and Managing Project-Based Fundraising
45. Practicing the Advancement Writing Key Tenets
46. Recruiting and Retaining a Talented Advancement Team
47. Regional Advancement Strategy: Investing in a Physical Presence
48. Small Events for Donor Cultivation
49. Soliciting Endowment Support
50. Stewardship Events and Donor Engagement
51. Strategic Communications and Impact Reporting
52. Strategic Stewardship for Major and Principal Donors
53. Tactics for Successful Donor Discovery and Qualification
54. Tools for Increasing Fundraising Effectiveness and Efficiency
55. Transitioning Leadership Annual Donors to Major Donors
56. Working with a Donor's Financial Planner
57. Writing Workshop for Advancement Professionals

## Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing

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3. Annual Giving: Integrating Email with Your Overall Strategy
4. Athletics Fundraising: Direct Mail Strategy
5. Branding and Marketing Your Leadership Annual Giving Program
6. Branding Your Career Services Department
7. Building the Infrastructure for a Culture of Philanthropy in the Digital World
8. Campaign Communications: Clearly Communicating Objectives and Impact
9. Create Inspiring Campaign Communications
10. Creating a Framework for Proactive Issues Management
11. Developing Personas in Higher Ed Marketing
12. Developing Presidential Voice: Toolkit for Marketing and Communications
13. Effectively Implementing Your Social Media Policy
14. Ensuring Successful Outcomes with Marketing Consultants
15. Facebook for Donor and Alumni Engagement
16. Five Steps for Sub-Branding in Higher Education
17. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
18. How to Write an Effective Op-Ed in Higher Education
19. Implementing Your Social Media and Branding Guidelines
20. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
21. Innovative Planned Giving: How One Shop is Growing Its Program
22. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
23. Instagram for Donor and Alumni Engagement
24. Key Tenets for Advancement Writing
25. Launching a Branding Initiative
26. Leading with Social First: A Innovative Approach to Content Creation
27. LinkedIn for Donor and Alumni Engagement
28. Managing Higher Education Social Media Challenges
29. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
30. Marketing Your Planned Giving Program
31. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
32. Optimizing Your Online Giving Site
33. Partnering Advancement and Communications to Enhance Your Institution's Brand
34. Practicing the Advancement Writing Key Tenets
35. Prospecting Using Social Media
36. SEO Primer for Higher Ed Marketing
37. Snapchat for Donor and Alumni Engagement
38. Social Media in Student Recruitment: Emerging Channels and Metrics
39. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
40. Staffing and Structuring a Successful Marketing Communications Department
41. Strategizing for Social Media in Advancement
42. Tactics to Increase the Visibility of Your Honors Program or College
43. Tools for Creating a Brand Culture at Your Institution

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- 44. Twitter for Donor and Alumni Engagement
- 45. University Magazines: Maximizing Print and Digital Content
- 46. Using Market Research to Inform Strategy
- 47. Using Personas in Higher Ed Marketing
- 48. Using Social & Digital Data to Inform Marketing Intelligence
- 49. Using Student Storytelling in Higher Ed Marketing
- 50. Writing Resource Manual
- 51. Youtube for Donor and Alumni Engagement

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