

# FUNDRAISING FOR PRESIDENTS INSTITUTE

November 4 - 5, 2019 | Boston, MA



## *Learn how to appropriately engage in fundraising as a university president.*

### OVERVIEW

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Only 34% of public associate college presidents say they are well-prepared to handle fundraising, which is much lower than for presidents at other types of institutions. In addition, public doctoral institution presidents are significantly more likely than their peers to think they were prepared for government relations (80%), financial management (80%) and fundraising (77%), but significantly less likely to be prepared for athletics (35%).\*

Spending time with the right donors, knowing when to make an ask, and understanding what to ask for is an increasingly large part of a president's role. Join us in Boston to learn how to develop a more strategic approach to reaching your institution's philanthropic goals. Building on key lessons from his book, *Fundraising for Presidents: A Guide*, Jim Langley will prepare presidents to be strategically incorporated into fundraising activities. Whether you are already in a president role, aspiring to one, or in a leadership role supporting your president in fundraising, you will leave this program equipped with a plan to better collaborate across campus leadership to achieve strategic fundraising goals.

\*Inside Higher Ed, The Mood Brightens: A Survey of Presidents

**To help preserve the practical and interactive environment, attendance for this program is capped at 30 participants.**

### PERFECT FOR PRESIDENTS AND ADVANCEMENT LEADERSHIP

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This conference is ideal for presidents and fundraising leaders 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 board members, so that you can make the most of this interactive, thought-provoking institute.

## FOLLOW THROUGH WITH SUCCESS COACHING

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Have you ever gone to a training only to find that you came back with great ideas but don't have the time, support, or skills needed to make the changes?

Academic Impressions has produced thousands of trainings and we have learned that utilizing a coach after attending a conference helps provide accountability and bridges the training with the on-the-ground work of getting the job done.

As a result, **we are now offering success coaching** on select conferences.

- Purchase this training + 3 one hour follow up success coaching calls
- Work with an assigned coach who has extensive experience in higher ed.
- Get individualized support to help you follow through on what you've learned.
- Workshop your plans, run your ideas by someone and get additional help/practice.

To learn more, contact Patricia Sandler at [patricia@academicimpressions.com](mailto:patricia@academicimpressions.com) or purchase the [Premium Pass with success coaching below](#).

## AGENDA

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### DAY ONE

#### **Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

#### **Our Changing Philanthropic Landscape**

9:00 - 10:30 a.m.

This session will 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 learn about the distinction between charity and philanthropy and how to communicate the difference to the highest level administrators on your campus. You will leave this session equipped with a revised case for support based on these key lessons.

#### **Morning Break**

10:30 - 10:45 a.m.

#### **Building and Engaging Your Board**

10:45 a.m. - 12:15 p.m.

Often, your board of trustees is the group of people with whom the president spends the most focused time. 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 lesson 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.

#### **Lunch (included in registration fee)**

12:15 - 1:30 p.m.

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

1:30 - 4:00 p.m.

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.

## AGENDA

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### **DAY ONE (CONTINUED)**

#### **Day 1 Wrap-Up**

4:00 - 4:30 p.m.

#### **Networking Reception (included in registration fee)**

4:30 - 5:30 p.m.

### **DAY TWO**

#### **Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

#### **Prioritizing Outreach Efforts**

9:00 - 10:30 a.m.

There are four main external constituency groups the advancement shop interacts with: alumni, parents, community philanthropists, and key partners (corporate, foundation, or industry). How much time is your president spending with each constituency group? How much time should your president be spending with each group? Our expert will help you decipher 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.

#### **Morning Break**

10:30 - 10:45 a.m.

#### **Involving the President Throughout the Solicitation Cycle**

10:45 a.m. - 12:15 p.m.

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.

#### **Lunch (included in registration fee)**

12:15 - 1:30 p.m.

## AGENDA

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### ***DAY TWO (CONTINUED)***

#### **President as Steward**

*1:30 - 3:00 p.m.*

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 discussion, 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.

#### **Afternoon Break**

*3:00 - 3:30 p.m.*

#### **Closing Discussion: Tying It All Together**

*3:30 - 4:30 p.m.*

The program will conclude with a group discussion 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.

## INSTRUCTORS

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### **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.

## ACADEMIC IMPRESSIONS STAFF

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### **Gwen Doyle Herbert**

#### **Senior Program Manager, Academic Impressions**

Gwen is a senior program manager for our program development team. In her role, she oversees a team of program managers, and produces programming across several of our domains, with extensive experience in advancement and alumni relations. Prior to joining AI, Gwen worked for George Washington University in finance and project management for their Academic Technologies team, as well for an organization that used Washington D.C. as a living classroom to develop the country's high achieving youth through experiential education. She also enjoys serving her communities, and was the volunteer coordinator for Miriam's Kitchen, and on the Board of Directors for Break Away. Gwen is a proud alumna of Cornell University.

## LOCATION

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**November 4 - 5, 2019 | Boston, MA**

**Hotel:**

Hyatt Regency Boston Harbor

101 Harborside Dr

Boston, MA 02128

617-568-1234

**Room rate:**

\$219 + tax

**Room block dates:**

The nights of November 3 and 4, 2019.

**Room block cutoff date:**

October 14, 2019.

Reserve Your Room: Please call 617-568-1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.



## The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues