# **Advancement Content Summary**

With membership, you’ll get access to the following types of content:

# Live & Recorded Webcasts

**Average time to impact: 60 minutes**  
Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You’ll always get access to presentation materials and any supplemental resources.  
  
  
Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.

# 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. Advancement 101: A Six-Part Series
5. Fundraising and Sexual Harassment: Documenting Effective Procedures
6. Fundraising for New Department Chairs
7. Growing Your Faculty and Staff Giving Campaign
8. Increasing Board Engagement in Fundraising
9. Increasing Faculty Engagement in Advancement
10. Partner with Faculty to Maximize Private Funding Opportunities
11. Writing Workshop for Advancement Professionals: Sessions 1 & 2

# Advancement Services and Operations

1. A Practical Approach to Fundraising Ethics
2. Accurately Reporting for the CASE Campaign and VSE Surveys
3. Advancement 101: A Six-Part Series
4. Advancement FASB Fund Accounting and Reporting
5. AI Pro Chats – Improving Front and Back Office Relations
6. Auditing to Ensure Institutional Compliance
7. Capacity Modeling
8. Creating Customized Impact Reports
9. Daily, Weekly, and Monthly Strategies to Better Manage Your Portfolio
10. Developing Gift Acceptance Policies
11. Developing Institutional Naming Plans and Policies
12. Develop Your Impact Reporting Strategy
13. Effective Gift Agreements: Documenting Donor Intent
14. Engagement Modeling
15. Essential Reports for Donor Relations
16. Establishing a Data Governance Committee in Advancement
17. FERPA for Advancement: Train Your Whole Shop
18. Gift Processing and Stewardship (Launching a Giving Day)
19. Growing Your International Alumni Program
20. Habits of Highly Effective Higher-Ed Professionals
21. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
22. Implementing an Alumni Engagement Scoring Model
23. Implementing Engagement and Capacity Models
24. Introduction to Advancement Services
25. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities
26. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies
27. Leveraging Metrics to Improve Advancement Events
28. The Naming Opportunities Plan and Donor Stewardship
29. PCI DSS Compliance in Advancement: Update for 3.2
30. Performance Metrics for Prospect Research and Management Staff
31. Planning and Executing
32. Predictive Modeling 101 for Advancement Professionals
33. Prospecting Using Social Media
34. Recruiting and Retaining a Talented Advancement Team
35. Rethinking Donor Recognition Programs
36. Student Affairs Fundraising: Building a Sustainable Structure
37. Tools for Increasing Fundraising Effectiveness and Efficiency
38. Training for Advancement: Assess Your Data Integrity and Establish Data Cleaning Priorities
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. Advancement 101: A Six-Part Series
4. Affinity-Based Programming and Giving
5. Alumni Affinity Groups: How One University Formed a Highly Successful Organization
6. Alumni Career Services: Developing an Online Programming Series
7. Alumni Relations and Advancement Innovators: University of Notre Dame
8. Alumni Surveys: Designing, Deploying, and Analyzing Responses
9. An Introduction to Advancement Event Protocol and Etiquette
10. Building a Comprehensive Alumni Awards Program
11. Building an Alumni Career Services Program in Advancement
12. Capital Campaigns: Integrating Student Involvement
13. Collaborating with Campus Partners to Expand Volunteer Opportunities
14. Commencement: Engaging Students as Future Alumni
15. Create an Alumni Volunteer Experience that Fosters Life-Long Engagement with Your Institution

1: Rethinking Your Alumni Volunteer Recruitment Philosophy

2: Alumni Volunteer Onboarding: The Beginning of Life-Long Engagement

3: Recognizing Your Alumni Volunteers in Meaningful Ways

4: Alumni Volunteer Management: Answers from the Experts (Members-only)

1. Creating a Meaningful Volunteer Experience
2. Cultivating a Team of Student Development Officers
3. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
4. Developing an In-Depth Alumni Mentoring Program
5. Developing Successful Student Philanthropy Events
6. Effective Student Foundations and Student Alumni Associations
7. Effective Volunteer Management
8. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
9. Facebook for Donor and Alumni Engagement
10. Fundamentals of Fundraising for Diverse Student Groups on Campus
11. Fundraising and Sexual Harassment: Documenting Effective Procedures
12. Global Considerations for a Modern Campaign
13. Growing Your International Alumni Program
14. Implementing an Alumni Engagement Scoring Model
15. Increasing Board Engagement in Fundraising
16. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
17. Instagram for Donor and Alumni Engagement
18. Integrating Effective Mentorship into Campus Culture: A Success Story
19. Introduction to Alumni Relations
20. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
21. Leveraging Metrics to Improve Advancement Events
22. LinkedIn for Donor and Alumni Engagement
23. Measuring and Evaluating Your Alumni Relations Programs
24. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
25. Partnering Giving and Alumni Relations to Better Align Efforts
26. Planning an Alumni-Centered Reunion
27. Reunion Volunteer Management and Giving Structures
28. Revitalizing Your Student Foundation Program
29. Snapchat for Donor and Alumni Engagement
30. Starting a Corporate Alumni Chapter Program
31. Strategically Managing Alumni Chapters
32. Strategies to Improve International Alumni Engagement
33. Strategies to Improve the Effectiveness of Your Volunteer Program
34. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
35. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
36. Successful Young Alumni Programming
37. Transition Programming: From Student to Alumni Professional
38. Twitter for Donor and Alumni Engagement
39. Using a Volunteer Framework to Increase Faculty Involvement with Alumni Engagement
40. Using Social Media Creatively to Increase Donor and Alumni Engagement
41. Using the Net Promoter® System in Alumni Relations
42. What if an Alum Generated $200,000 for Your Institution, Without Writing a Check?
43. Writing Workshop for Advancement Professionals: Sessions 1 & 2
44. Youtube for Donor and Alumni Engagement

# Annual Giving

1. A Multi-Channel Approach to Young Alumni Giving Communications
2. Advancement 101: A Six-Part Series
3. Affinity-Based Programming and Giving
4. Analyzing Your Data
5. Annual Giving Solicitations in Higher Ed: A Collection of Samples to Inspire Your Next Appeal
6. Annual Giving: Integrating Email with Your Overall Strategy
7. Athletics Fundraising: Direct Mail Strategy
8. Auditing Your Annual Giving Operations
9. Branding and Marketing Your Leadership Annual Giving Program
10. Building the Infrastructure for a Culture of Philanthropy in the Digital World
11. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
12. Collaborating with Campus Partners to Expand Volunteer Opportunities
13. Create an Alumni Volunteer Experience that Fosters Life-Long Engagement with Your Institution

1: Rethinking Your Alumni Volunteer Recruitment Philosophy

2: Alumni Volunteer Onboarding: The Beginning of Life-Long Engagement

3: Recognizing Your Alumni Volunteers in Meaningful Ways

4: Alumni Volunteer Management: Answers from the Experts (Members-only)

1. Creating a Meaningful Volunteer Experience
2. Creating Giving Circles to Increase Annual Giving
3. Cultivating a Team of Student Development Officers
4. Data Analysis and Segmentation
5. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
6. Developing Successful Student Philanthropy Events
7. Developing Your Parent Giving Strategy
8. Direct Mail: Back to Basics
9. Effective Student Foundations and Student Alumni Associations
10. Effective Volunteer Management
11. Elevating Your Parent Giving Program
12. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
13. Establishing a Data Governance Committee in Advancement
14. Facebook for Donor and Alumni Engagement
15. Fundamentals of Fundraising for Diverse Student Groups on Campus
16. Fundraising and Sexual Harassment: Documenting Effective Procedures
17. Gift Processing and Stewardship
18. Growing Your International Alumni Program
19. Hiring and Training Student Callers
20. Identifying and Applying Metrics that Matter in Annual Giving
21. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
22. Instagram for Donor and Alumni Engagement
23. Integrating Annual Giving into Campaigns
24. Integrating Social Media with Traditional Solicitation Channels
25. Introduction to Annual Giving
26. Launching a Crowdfunding Initiative
27. LinkedIn for Donor and Alumni Engagement
28. Making the Case for a Data-Driven Strategy
29. Managing Annual Fund Volunteers
30. Measuring and Evaluating Your Annual Giving Staff
31. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
32. The Naming Opportunities Plan and Donor Stewardship
33. Ongoing Phonathon Management and Fulfillment
34. Optimizing Your Online Giving Site
35. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
36. Partnering Giving and Alumni Relations to Better Align Efforts
37. Planning and Executing
38. Recurring Gifts: Strategies to Grow Your Program
39. Rethinking Faculty and Staff Giving
40. Revitalizing Your Student Foundation Program
41. Running a Meaningful Senior Campaign
42. Scripting
43. Segmenting Your Populations
44. Snapchat for Donor and Alumni Engagement
45. Stewarding Your Annual Donors
46. Strategies to Improve the Effectiveness of Your Volunteer Program
47. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
48. Student Affairs Fundraising: Building a Sustainable Structure
49. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
50. Successful Young Alumni Programming
51. Transitioning Leadership Annual Donors to Major Donors
52. Twitter for Donor and Alumni Engagement
53. Uncovering More Planned Giving Prospects
54. Using Social Media Creatively to Increase Donor and Alumni Engagement
55. Using Surveys to Gather Additional Data
56. Why Donors Give: It’s Not What You Think
57. Writing Workshop for Advancement Professionals: Sessions 1 & 2
58. Youtube for Donor and Alumni Engagement

# Corporate and Foundation Relations

1. Advanced Strategies for a Successful Corporate Campus Visit
2. Corporate Stewardship: Demonstrating ROI
3. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
4. Developing a Collaborative Metrics Structure for Stronger Corporate Engagement
5. Developing a Scorecard to Prioritize Your Corporate Partners for Holistic Engagement
6. Engaging Faculty to Improve Corporate Relations
7. Establishing a Revenue-Generating Corporate Engagement Program
8. Fundraising and Sexual Harassment: Documenting Effective Procedures
9. Measuring and Evaluating Corporate and Foundation Relations Staff
10. Partner with Faculty to Maximize Private Funding Opportunities
11. Proven Approaches to Building Corporate Engagement
12. Starting a Corporate Alumni Chapter Program
13. Using a Council to Establish a Holistic Corporate Engagement Strategy
14. Writing Workshop for Advancement Professionals: Sessions 1 & 2

# Donor Relations

1. Advancement 101: A Six-Part Series
2. AI PRO Chats: 3 Unique Donor Relations Tactics
3. An Introduction to Advancement Event Protocol and Etiquette
4. Corporate Stewardship: Demonstrating ROI
5. Creating Customized Impact Reports
6. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
7. Developing Institutional Naming Plans and Policies
8. Develop Your Impact Reporting Strategy
9. Donor Appreciation: Leveraging Existing Events
10. Donor Relations: Demonstrating ROI
11. Effective Gift Agreements: Documenting Donor Intent
12. Essential Reports for Donor Relations
13. Family Giving: Cultivating the Next Generation of Wealth
14. Fundraising and Sexual Harassment: Documenting Effective Procedures
15. Fundraising Essentials: Donor Relations for Frontline Fundraiser
16. How Donor Relations Can Improve Donor Retention
17. Introduction to Donor Relations
18. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities
19. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies
20. Leveraging Metrics to Improve Advancement Events
21. Rethinking Donor Recognition Programs
22. Small Events for Donor Cultivation
23. Stewarding Your Annual Donors
24. Stewarding Your Scholarship Donors: A Practical Approach
25. Stewardship Events and Donor Engagement
26. Strategic Communications and Impact Reporting
27. Strategic Partnerships with Donor Relations and Athletics
28. Strategic Stewardship for Major and Principal Donors
29. Using Surveys to Improve the Donor Experience
30. Writing Workshop for Advancement Professionals: Sessions 1 & 2

# Major and Planned Giving

1. A Practical Approach to Fundraising Ethics
2. A Practical Approach to Growing Your Planned Giving Program
3. Adapting Non-Profit Strategies for Higher Ed Fundraising Success
4. Advancement 101: A Six-Part Series
5. Advancement Events: Effectively Closing a Campaign
6. Advancement Events: Effectively Launching a Campaign
7. AI Pro Chats – Improving Front and Back Office Relations
8. Blended Gifts: Strategies to Increase Your Fundraising Success
9. Building Fundraising Partnerships with Athletic Directors
10. Capacity Modeling
11. Capital Campaigns: Integrating Student Involvement
12. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
13. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
14. Donor Conversations: What’s Often Missing (and Needn’t Be)
15. Effectively Onboard Major Gift Officers with a 90-Day Plan
16. Engagement Modeling
17. Engaging Leadership Volunteers for Fundraising Success
18. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
19. Family Giving: Cultivating the Next Generation of Wealth
20. Five Key Components of a Successful Intrusive Advising Process
21. Frontline Fundraising Essentials: Outreach
22. Frontline Fundraising Essentials: Donor Qualification
23. Frontline Fundraising Essentials: Visits
24. Frontline Fundraising Essentials: Understanding Donor Motivation & the Ask
25. Fundraising and Sexual Harassment: Documenting Effective Procedures
26. Fundraising Essentials: Donor Relations for Frontline Fundraiser
27. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
28. Fundraising for Law Schools
29. Global Considerations for a Modern Campaign
30. Hiring Non-Traditional Candidates for Your MGO Team: Navigating the Opportunity and the Risk
31. Implementing Engagement and Capacity Models
32. Increasing Board Engagement in Fundraising
33. Integrating Annual Giving into Campaigns
34. Introducing Blended Gifts to Donor Conversations
35. Introduction to Major Gifts
36. Introduction to Planned Giving
37. Managing Your Portfolio for Greater Fundraising Success
38. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
39. Marketing Your Planned Giving Program
40. Measuring and Evaluating Your Planned Giving Program
41. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
42. Planned Giving Vehicles
43. Planned Giving: Using Student Callers
44. Planning and Managing Project-Based Fundraising
45. Recruiting and Retaining a Talented Advancement Team
46. Recruiting the Right Major Gift Officers
47. Regional Advancement Strategy: Investing in a Physical Presence
48. Retaining Your Major Gift Officers – From Day One
49. Small Events for Donor Cultivation
50. Soliciting Endowment Support
51. Stewardship Events and Donor Engagement
52. Strategic Communications and Impact Reporting
53. Strategic Stewardship for Major and Principal Donors
54. Tactics for Successful Donor Discovery and Qualification
55. Tools for Increasing Fundraising Effectiveness and Efficiency
56. Transitioning Leadership Annual Donors to Major Donors
57. Uncovering More Planned Giving Prospects
58. Why Fundraisers Need to Be Excellent Beat Reporters
59. Working with a Donor's Financial Planner
60. Writing Workshop for Advancement Professionals: Sessions 1 & 2

# Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. Annual Giving: Integrating Email with Your Overall Strategy
4. Assessing Your Current Presidential Voice
5. Athletics Fundraising: Direct Mail Strategy
6. Branding and Marketing Your Leadership Annual Giving Program
7. Branding Your Career Services Department
8. Building the Infrastructure for a Culture of Philanthropy in the Digital World
9. Campaign Communications: Clearly Communicating Objectives and Impact
10. Connecting Central Marketing and Advancement Teams: An Innovative Approach
11. Create Inspiring Campaign Communications
12. Creating a Framework for Proactive Issues Management
13. Developing Personas in Higher Ed Marketing
14. Developing Presidential Voice: Toolkit for Marketing and Communications
15. Effectively Implementing Your Social Media Policy
16. Ensuring Successful Outcomes with Marketing Consultants
17. Facebook for Donor and Alumni Engagement
18. Five Steps for Sub-Branding in Higher Education
19. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
20. How to Write an Effective Op-Ed in Higher Education
21. Implementing Your Social Media and Branding Guidelines
22. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
23. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
24. Instagram for Donor and Alumni Engagement
25. Integrating Social Media with Traditional Solicitation Channels
26. Launching a Branding Initiative
27. Leading with Social First: A Innovative Approach to Content Creation
28. LinkedIn for Donor and Alumni Engagement
29. Making Your Social Media Content Accessible and Inclusive
30. Managing Higher Education Social Media Challenges
31. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
32. Marketing Your Planned Giving Program
33. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
34. Optimizing Your Online Giving Site
35. Partnering Advancement and Communications to Enhance Your Institution's Brand
36. Prospecting Using Social Media
37. SEO Primer for Higher Ed Marketing
38. Snapchat for Donor and Alumni Engagement
39. Social Media in Student Recruitment: Emerging Channels and Metrics
40. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
41. Staffing and Structuring a Successful Marketing Communications Department
42. Strategizing for Social Media in Advancement
43. Strengthen Your Instagram Strategy in Higher Education
44. Tactics to Increase the Visibility of Your Honors Program or College
45. Tools for Creating a Brand Culture at Your Institution
46. Twitter for Donor and Alumni Engagement
47. University Magazines: Maximizing Print and Digital Content
48. Using Market Research to Inform Strategy
49. Using Personas in Higher Ed Marketing
50. Using Social & Digital Data to Inform Marketing Intelligence
51. Using Social Media Creatively to Increase Donor and Alumni Engagement
52. Using Student Storytelling in Higher Ed Marketing
53. Writing Resource Manual
54. Youtube for Donor and Alumni Engagement