Advancement Content Summary

Updated Dec 10, 2019

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.

academicimpressions.com

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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. Develop Your Impact Reporting Strategy
12. Effective Gift Agreements: Documenting Donor Intent
13. Engagement Modeling
14. Essential Reports for Donor Relations
15. Establishing a Data Governance Committee in Advancement
16. FERPA for Advancement: Train Your Whole Shop
17. Gift Processing and Stewardship (Launching a Giving Day)
18. Growing Your International Alumni Program
19. Habits of Highly Effective Higher-Ed Professionals
20. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
21. Implementing an Alumni Engagement Scoring Model
22. Implementing Engagement and Capacity Models
23. Introduction to Advancement Services
24. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities

25. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies
26. Leveraging Metrics to Improve Advancement Events
27. The Naming Opportunities Plan and Donor Stewardship
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. Rethinking Donor Recognition Programs
35. Student Affairs Fundraising: Building a Sustainable Structure
36. Tools for Increasing Fundraising Effectiveness and Efficiency
37. Training for Advancement: Assess Your Data Integrity and Establish Data Cleaning Priorities
38. 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. Communicate with Young Alumni Across Multiple Channels
16. 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)
17. Creating a Meaningful Volunteer Experience
18. Cultivating a Team of Student Development Officers
19. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
20. Developing an In-Depth Alumni Mentoring Program

21. Developing Successful Student Philanthropy Events
22. Effective Student Foundations and Student Alumni Associations
23. Effective Volunteer Management
24. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
25. Facebook for Donor and Alumni Engagement
26. Fundamentals of Fundraising for Diverse Student Groups on Campus
27. Fundraising and Sexual Harassment: Documenting Effective Procedures
28. Global Considerations for a Modern Campaign
29. Growing Your International Alumni Program
30. Implementing an Alumni Engagement Scoring Model
31. Increasing Board Engagement in Fundraising
32. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
33. Instagram for Donor and Alumni Engagement
34. Integrating Effective Mentorship into Campus Culture: A Success Story
35. Introduction to Alumni Relations
36. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
37. Leveraging Metrics to Improve Advancement Events
38. LinkedIn for Donor and Alumni Engagement
39. Measuring and Evaluating Your Alumni Relations Programs
40. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
41. Partnering Giving and Alumni Relations to Better Align Efforts
42. Planning an Alumni-Centered Reunion
43. Reengage Your Lost Black Alumni
44. Reunion Volunteer Management and Giving Structures
45. Revitalizing Your Student Foundation Program
46. Snapchat for Donor and Alumni Engagement
47. Starting a Corporate Alumni Chapter Program
48. Strategically Managing Alumni Chapters
49. Strategies to Improve International Alumni Engagement
50. Strategies to Improve the Effectiveness of Your Volunteer Program
51. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
52. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
53. Successful Young Alumni Programming
54. Transition Programming: From Student to Alumni Professional
55. Twitter for Donor and Alumni Engagement
56. Using a Volunteer Framework to Increase Faculty Involvement with Alumni Engagement
57. Using Social Media Creatively to Increase Donor and Alumni Engagement
58. Using the Net Promoter® System in Alumni Relations
59. What if an Alum Generated $200,000 for Your Institution, Without Writing a Check?
60. Writing Workshop for Advancement Professionals: Sessions 1 & 2

61. 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. Communicate with Young Alumni Across Multiple Channels
14. 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)
15. Creating a Meaningful Volunteer Experience
16. Creating Giving Circles to Increase Annual Giving
17. Cultivating a Team of Student Development Officers
18. Data Analysis and Segmentation
19. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
20. Developing Successful Student Philanthropy Events
21. Developing Your Parent Giving Strategy
22. Direct Mail: Back to Basics
23. Effective Student Foundations and Student Alumni Associations
24. Effective Volunteer Management
25. Elevating Your Parent Giving Program
26. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
27. Establishing a Data Governance Committee in Advancement
28. Facebook for Donor and Alumni Engagement
29. Fundamentals of Fundraising for Diverse Student Groups on Campus
30. Fundraising and Sexual Harassment: Documenting Effective Procedures
31. Gift Processing and Stewardship
32. Growing Your International Alumni Program
33. Hiring and Training Student Callers
34. Identifying and Applying Metrics that Matter in Annual Giving

35. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
36. Instagram for Donor and Alumni Engagement
37. Integrating Annual Giving into Campaigns
38. Integrating Social Media with Traditional Solicitation Channels
39. Introduction to Annual Giving
40. Launching a Crowdfunding Initiative
41. LinkedIn for Donor and Alumni Engagement
42. Making the Case for a Data-Driven Strategy
43. Managing Annual Fund Volunteers
44. Measuring and Evaluating Your Annual Giving Staff
45. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
46. The Naming Opportunities Plan and Donor Stewardship
47. Ongoing Phonathon Management and Fulfillment
48. Optimizing Your Online Giving Site
49. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
50. Partnering Giving and Alumni Relations to Better Align Efforts
51. Planning and Executing
52. Recurring Gifts: Strategies to Grow Your Program
53. Reengage Your Lost Black Alumni
54. Rethinking Faculty and Staff Giving
55. Revitalizing Your Student Foundation Program
56. Running a Meaningful Senior Campaign
57. Scripting
58. Segmenting Your Populations
59. Snapchat for Donor and Alumni Engagement
60. Stewarding Your Annual Donors
61. Strategies to Improve the Effectiveness of Your Volunteer Program
62. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
63. Student Affairs Fundraising: Building a Sustainable Structure
64. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
65. Successful Young Alumni Programming
66. Transitioning Leadership Annual Donors to Major Donors
67. Twitter for Donor and Alumni Engagement
68. Uncovering More Planned Giving Prospects
69. Using Social Media Creatively to Increase Donor and Alumni Engagement
70. Using Surveys to Gather Additional Data
71. Why Donors Give: It's Not What You Think
72. Writing Workshop for Advancement Professionals: Sessions 1 & 2
73. 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. Crafting Personalized Stewardship Plans for Top Donors
6. Creating Customized Impact Reports
7. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
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 Better Meetings Between Frontline Fundraisers and Prospect Researchers
10. Building Fundraising Partnerships with Athletic Directors
11. Capacity Modeling
12. Capital Campaigns: Integrating Student Involvement
13. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
14. Crafting Personalized Stewardship Plans for Top Donors
15. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
16. Donor Conversations: What's Often Missing (and Needn't Be)
17. Effectively Onboard Major Gift Officers with a 90-Day Plan
18. Engagement Modeling
19. Engaging Leadership Volunteers for Fundraising Success
20. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
21. Family Giving: Cultivating the Next Generation of Wealth
22. Five Key Components of a Successful Intrusive Advising Process
23. Frontline Fundraising Essentials: Outreach
24. Frontline Fundraising Essentials: Donor Qualification
25. Frontline Fundraising Essentials: Visits
26. Frontline Fundraising Essentials: Understanding Donor Motivation & the Ask
27. Fundraising and Sexual Harassment: Documenting Effective Procedures
28. Fundraising Essentials: Donor Relations for Frontline Fundraiser
29. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
30. Fundraising for Law Schools

31. Global Considerations for a Modern Campaign
32. Hiring Non-Traditional Candidates for Your MGO Team: Navigating the Opportunity and the Risk
33. Implementing Engagement and Capacity Models
34. Increasing Board Engagement in Fundraising
35. Integrating Annual Giving into Campaigns
36. Introducing Blended Gifts to Donor Conversations
37. Introduction to Major Gifts
38. Introduction to Planned Giving
39. Managing Your Portfolio for Greater Fundraising Success
40. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
41. Marketing Your Planned Giving Program
42. Measuring and Evaluating Your Planned Giving Program
43. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
44. Planned Giving Vehicles
45. Planned Giving: Using Student Callers
46. Planning and Managing Project-Based Fundraising
47. Recruiting and Retaining a Talented Advancement Team
48. Recruiting the Right Major Gift Officers
49. Regional Advancement Strategy: Investing in a Physical Presence
50. Retaining Your Major Gift Officers – From Day One
51. Small Events for Donor Cultivation
52. Soliciting Endowment Support
53. Stewardship Events and Donor Engagement
54. Strategic Communications and Impact Reporting
55. Strategic Stewardship for Major and Principal Donors
56. Tactics for Successful Donor Discovery and Qualification
57. Tools for Increasing Fundraising Effectiveness and Efficiency
58. Transitioning Leadership Annual Donors to Major Donors
59. Uncovering More Planned Giving Prospects
60. Why Fundraisers Need to Be Excellent Beat Reporters
61. Working with a Donor's Financial Planner
62. 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. Communicate with Young Alumni Across Multiple Channels
11. Connecting Central Marketing and Advancement Teams: An Innovative Approach
12. Create Inspiring Campaign Communications
13. Creating a Framework for Proactive Issues Management
14. Developing Personas in Higher Ed Marketing
15. Developing Presidential Voice: Toolkit for Marketing and Communications
16. Effectively Implementing Your Social Media Policy
17. Ensuring Successful Outcomes with Marketing Consultants
18. Facebook for Donor and Alumni Engagement
19. Five Steps for Sub-Branding in Higher Education
20. Frequently Asked Questions for Alumni Magazine Professionals
21. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
22. How to Write an Effective Op-Ed in Higher Education
23. Implementing Your Social Media and Branding Guidelines
24. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
25. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
26. Instagram for Donor and Alumni Engagement
27. Integrating Social Media with Traditional Solicitation Channels
28. Launching a Branding Initiative
29. Leading with Social First: A Innovative Approach to Content Creation
30. LinkedIn for Donor and Alumni Engagement
31. Making Your Social Media Content Accessible and Inclusive
32. Managing Higher Education Social Media Challenges
33. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
34. Marketing Your Planned Giving Program
35. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
36. Optimizing Your Online Giving Site
37. Partnering Advancement and Communications to Enhance Your Institution's Brand
38. The Promise and Peril of Podcasting in Higher Education
39. Prospecting Using Social Media
40. SEO Primer for Higher Ed Marketing
41. Snapchat for Donor and Alumni Engagement
42. Social Media in Student Recruitment: Emerging Channels and Metrics
43. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
44. Staffing and Structuring a Successful Marketing Communications Department
45. Strategizing for Social Media in Advancement
46. Strengthen Your Instagram Strategy in Higher Education
47. Tactics to Increase the Visibility of Your Honors Program or College

48. Tools for Creating a Brand Culture at Your Institution
49. Twitter for Donor and Alumni Engagement
50. University Magazines: Maximizing Print and Digital Content
51. Using Market Research to Inform Strategy
52. Using Personas in Higher Ed Marketing
53. Using Social & Digital Data to Inform Marketing Intelligence
54. Using Social Media Creatively to Increase Donor and Alumni Engagement
55. Using Student Storytelling in Higher Ed Marketing
56. Writing Resource Manual
57. Youtube for Donor and Alumni Engagement