



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. Building a Faculty and Staff Giving Campaign
3. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
4. Engaging Faculty to Improve Corporate Relations
5. Advancement 101: A Six-Part Series
6. Fundraising and Sexual Harassment: Documenting Effective Procedures
7. Fundraising for New Department Chairs
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 Culture of Talent Development for your Frontline Fundraisers
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. 5 Steps to Boost Your Alumni Volunteer Engagement
2. A Multi-Channel Approach to Young Alumni Giving Communications
3. A New Approach: Distributed Content Strategy in Higher Ed Marketing
4. Advancement 101: A Six-Part Series
5. Affinity-Based Programming and Giving
6. Alumni Affinity Groups: How One University Formed a Highly Successful Organization
7. Alumni Career Services: Developing an Online Programming Series
8. Alumni Relations and Advancement Innovators: University of Notre Dame
9. Alumni Surveys: Designing, Deploying, and Analyzing Responses
10. An Introduction to Advancement Event Protocol and Etiquette
11. Building a Comprehensive Alumni Awards Program
12. Building an Alumni Career Services Program in Advancement
13. Capital Campaigns: Integrating Student Involvement
14. Collaborating with Campus Partners to Expand Volunteer Opportunities
15. Commencement: Engaging Students as Future Alumni
16. Communicate with Young Alumni Across Multiple Channels
17. 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)
18. Creating a Meaningful Volunteer Experience
19. Cultivating a Team of Student Development Officers
20. Customizing Donor Communication through Smarter Segmentation



21. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
22. Developing an In-Depth Alumni Mentoring Program
23. Developing Successful Student Philanthropy Events
24. Effective Student Foundations and Student Alumni Associations
25. Effective Volunteer Management
26. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
27. Facebook for Donor and Alumni Engagement
28. Fundamentals of Fundraising for Diverse Student Groups on Campus
29. Fundraising and Sexual Harassment: Documenting Effective Procedures
30. Global Considerations for a Modern Campaign
31. Growing Your International Alumni Program
32. How to Develop Programming that Re-Engages Underrepresented Alumni
33. Implementing an Alumni Engagement Scoring Model
34. Increasing Board Engagement in Fundraising
35. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
36. Instagram for Donor and Alumni Engagement
37. Integrating Effective Mentorship into Campus Culture: A Success Story
38. Introduction to Alumni Relations
39. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
40. Leveraging Metrics to Improve Advancement Events
41. LinkedIn for Donor and Alumni Engagement
42. Measuring and Evaluating Your Alumni Relations Programs
43. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
44. Partnering Giving and Alumni Relations to Better Align Efforts
45. Planning an Alumni-Centered Reunion
46. Reengage Your Lost Black Alumni
47. Reunion Volunteer Management and Giving Structures
48. Revitalizing Your Student Foundation Program
49. Snapchat for Donor and Alumni Engagement
50. Starting a Corporate Alumni Chapter Program
51. Strategically Managing Alumni Chapters
52. Strategies to Improve International Alumni Engagement
53. Strategies to Improve the Effectiveness of Your Volunteer Program
54. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
55. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
56. Successful Young Alumni Programming
57. Tailoring Programming for Unengaged Professional and Graduate School Alumni
58. Transition Programming: From Student to Alumni Professional
59. Twitter for Donor and Alumni Engagement
60. Using a Volunteer Framework to Increase Faculty Involvement with Alumni Engagement



61. Using Social Media Creatively to Increase Donor and Alumni Engagement
62. Using the Net Promoter® System in Alumni Relations
63. What if an Alum Generated \$200,000 for Your Institution, Without Writing a Check?
64. Writing Workshop for Advancement Professionals: Sessions 1 & 2
65. 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. Anticipating and Overcoming Objections in Frontline Fundraising
8. Athletics Fundraising: Direct Mail Strategy
9. Auditing Your Annual Giving Operations
10. Branding and Marketing Your Leadership Annual Giving Program
11. Building a Faculty and Staff Giving Campaign
12. Building the Infrastructure for a Culture of Philanthropy in the Digital World
13. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
14. Collaborating with Campus Partners to Expand Volunteer Opportunities
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. Creating Giving Circles to Increase Annual Giving
19. Cultivating a Team of Student Development Officers
20. Customizing Donor Communication through Smarter Segmentation
21. Data Analysis and Segmentation
22. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
23. Developing Successful Student Philanthropy Events
24. Developing Your Parent Giving Strategy
25. Direct Mail: Back to Basics
26. Effective Student Foundations and Student Alumni Associations
27. Effective Volunteer Management
28. Elevating Your Parent Giving Program
29. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
30. Establishing a Data Governance Committee in Advancement



31. Facebook for Donor and Alumni Engagement
32. Fundamentals of Fundraising for Diverse Student Groups on Campus
33. Fundraising and Sexual Harassment: Documenting Effective Procedures
34. Gift Processing and Stewardship
35. Growing Your International Alumni Program
36. Hiring and Training Student Callers
37. Identifying and Applying Metrics that Matter in Annual Giving
38. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
39. Instagram for Donor and Alumni Engagement
40. Integrating Annual Giving into Campaigns
41. Integrating Social Media with Traditional Solicitation Channels
42. Introduction to Annual Giving
43. Launching a Crowdfunding Initiative
44. LinkedIn for Donor and Alumni Engagement
45. Making the Case for a Data-Driven Strategy
46. Managing Annual Fund Volunteers
47. Measuring and Evaluating Your Annual Giving Staff
48. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
49. The Naming Opportunities Plan and Donor Stewardship
50. Ongoing Phonathon Management and Fulfillment
51. Optimizing Your Online Giving Site
52. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
53. Partnering Giving and Alumni Relations to Better Align Efforts
54. Planning and Executing
55. Recurring Gifts: Strategies to Grow Your Program
56. Reengage Your Lost Black Alumni
57. Rethinking Faculty and Staff Giving
58. Revitalizing Your Student Foundation Program
59. Running a Meaningful Senior Campaign
60. Scripting
61. Segmenting Your Populations
62. Snapchat for Donor and Alumni Engagement
63. Stewarding Your Annual Donors
64. Strategies to Improve the Effectiveness of Your Volunteer Program
65. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
66. Student Affairs Fundraising: Building a Sustainable Structure
67. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
68. Successful Young Alumni Programming
69. Transitioning Leadership Annual Donors to Major Donors
70. Twitter for Donor and Alumni Engagement
71. Uncovering More Planned Giving Prospects



72. Using Social Media Creatively to Increase Donor and Alumni Engagement
73. Using Surveys to Gather Additional Data
74. Why Donors Give: It's Not What You Think
75. Writing Workshop for Advancement Professionals: Sessions 1 & 2
76. 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. Customizing Donor Communication through Smarter Segmentation
8. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
9. Develop Your Impact Reporting Strategy
10. Donor Appreciation: Leveraging Existing Events
11. Donor Relations: Demonstrating ROI
12. Effective Gift Agreements: Documenting Donor Intent
13. Essential Reports for Donor Relations
14. Family Giving: Cultivating the Next Generation of Wealth
15. Fundraising and Sexual Harassment: Documenting Effective Procedures
16. Fundraising Essentials: Donor Relations for Frontline Fundraiser
17. How Donor Relations Can Improve Donor Retention



18. Industry Views: Advancement Shops of Tomorrow
19. Introduction to Donor Relations
20. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities
21. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies
22. Leveraging Metrics to Improve Advancement Events
23. Rethinking Donor Recognition Programs
24. Rethinking Strategy for Advancement Events
25. Small Events for Donor Cultivation
26. Stewarding Your Annual Donors
27. Stewarding Your Scholarship Donors: A Practical Approach
28. Stewardship Events and Donor Engagement
29. Strategic Communications and Impact Reporting
30. Strategic Partnerships with Donor Relations and Athletics
31. Using Surveys to Improve the Donor Experience
32. 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. An Introduction to Planned Giving
9. Anticipating and Overcoming Objections in Frontline Fundraising
10. Blended Gifts: Strategies to Increase Your Fundraising Success
11. Building Fundraising Partnerships with Athletic Directors
12. Capacity Modeling
13. Capital Campaigns: Integrating Student Involvement
14. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
15. Crafting Personalized Stewardship Plans for Top Donors
16. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
17. Donor Conversations: What's Often Missing (and Needn't Be)
18. Effectively Onboard Major Gift Officers with a 90-Day Plan
19. Engagement Modeling
20. Engaging Leadership Volunteers for Fundraising Success
21. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
22. Establishing a Culture of Talent Development for your Frontline Fundraisers



23. Family Giving: Cultivating the Next Generation of Wealth
24. Five Key Components of a Successful Intrusive Advising Process
25. Frontline Fundraising Essentials: Outreach
26. Frontline Fundraising Essentials: Donor Qualification
27. Frontline Fundraising Essentials: Visits
28. Frontline Fundraising Essentials: Understanding Donor Motivation & the Ask
29. Fundraising and Sexual Harassment: Documenting Effective Procedures
30. Fundraising Essentials: Donor Relations for Frontline Fundraiser
31. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
32. Fundraising for Law Schools
33. Global Considerations for a Modern Campaign
34. Hiring Non-Traditional Candidates for Your MGO Team: Navigating the Opportunity and the Risk
35. Implementing Engagement and Capacity Models
36. Increasing Board Engagement in Fundraising
37. Integrating Annual Giving into Campaigns
38. Introducing Blended Gifts to Donor Conversations
39. Introduction to Major Gifts
40. Introduction to Planned Giving
41. Managing Your Portfolio for Greater Fundraising Success
42. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
43. Marketing Your Planned Giving Program
44. Measuring and Evaluating Your Planned Giving Program
45. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
46. Planned Giving Vehicles
47. Planned Giving: Using Student Callers
48. Planning and Managing Project-Based Fundraising
49. Recruiting and Retaining a Talented Advancement Team
50. Recruiting the Right Major Gift Officers
51. Regional Advancement Strategy: Investing in a Physical Presence
52. Retaining Your Major Gift Officers – From Day One
53. Small Events for Donor Cultivation
54. Soliciting Endowment Support
55. Stewardship Events and Donor Engagement
56. Strategic Communications and Impact Reporting
57. Tactics for Successful Donor Discovery and Qualification
58. Tools for Increasing Fundraising Effectiveness and Efficiency
59. Transitioning Leadership Annual Donors to Major Donors
60. Uncovering More Planned Giving Prospects
61. Why Fundraisers Need to Be Excellent Beat Reporters
62. Working with a Donor's Financial Planner
63. Writing Workshop for Advancement Professionals: Sessions 1 & 2



Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. 15 Tips to Engage Gen Z in Your Communications
3. A New Approach: Distributed Content Strategy in Higher Ed Marketing
4. A Showcase of Innovative Storytelling Mechanisms Across Higher Ed
5. Annual Giving: Integrating Email with Your Overall Strategy
6. Assessing Your Current Presidential Voice
7. Athletics Fundraising: Direct Mail Strategy
8. Branding and Marketing Your Leadership Annual Giving Program
9. Branding Your Career Services Department
10. Building the Infrastructure for a Culture of Philanthropy in the Digital World
11. Campaign Communications: Clearly Communicating Objectives and Impact
12. Communicate with Young Alumni Across Multiple Channels
13. Connecting Central Marketing and Advancement Teams: An Innovative Approach
14. Create Inspiring Campaign Communications
15. Creating a Framework for Proactive Issues Management
16. Customizing Donor Communication through Smarter Segmentation
17. Developing Personas in Higher Ed Marketing
18. Developing Presidential Voice: Toolkit for Marketing and Communications
19. Effectively Implementing Your Social Media Policy
20. Ensuring Successful Outcomes with Marketing Consultants
21. Facebook for Donor and Alumni Engagement
22. Five Steps for Sub-Branding in Higher Education
23. Frequently Asked Questions for Alumni Magazine Professionals
24. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
25. How to Write an Effective Op-Ed in Higher Education
26. Implementing Your Social Media and Branding Guidelines
27. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
28. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
29. Instagram for Donor and Alumni Engagement
30. Integrating Social Media with Traditional Solicitation Channels
31. Launching a Branding Initiative
32. Leading with Social First: A Innovative Approach to Content Creation
33. LinkedIn for Donor and Alumni Engagement
34. Making Your Social Media Content Accessible and Inclusive
35. Managing Higher Education Social Media Challenges
36. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
37. Marketing Your Planned Giving Program
38. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts

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39. Optimizing Your Online Giving Site
40. Partnering Advancement and Communications to Enhance Your Institution's Brand
41. The Promise and Peril of Podcasting in Higher Education
42. Prospecting Using Social Media
43. SEO Primer for Higher Ed Marketing
44. Snapchat for Donor and Alumni Engagement
45. Social Media in Student Recruitment: Emerging Channels and Metrics
46. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
47. Staffing and Structuring a Successful Marketing Communications Department
48. Strategizing for Social Media in Advancement
49. Strengthen Your Instagram Strategy in Higher Education
50. Tactics to Increase the Visibility of Your Honors Program or College
51. Tools for Creating a Brand Culture at Your Institution
52. Twitter for Donor and Alumni Engagement
53. University Magazines: Maximizing Print and Digital Content
54. Using Market Research to Inform Strategy
55. Using Personas in Higher Ed Marketing
56. Using Social & Digital Data to Inform Marketing Intelligence
57. Using Social Media Creatively to Increase Donor and Alumni Engagement
58. Using Student Storytelling in Higher Ed Marketing
59. Writing Resource Manual
60. Youtube for Donor and Alumni Engagement