

Engaging Your Senior Administration in Fundraising

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Session Objectives

- Creating your Vision
 - Building a great team
- Priming for Success
 - How do you get there?
- Engaging your Team
 - Training the team
 - Cultivating your team
- Engaging Expertise
 - Knowing when to use an outside expert



Role of Deans & Senior Administration

- Lead in priority-setting process
 - Identify institution's core values, strengths, & weaknesses
 - Find internal & external benchmarks to goals & success
 - Define a niche that is uniquely suited to your resources & culture
- Articulate & interpret the Case
 - Develop rationale for private gift support that strategically addresses your niche (core values)
- Own fundraising goals

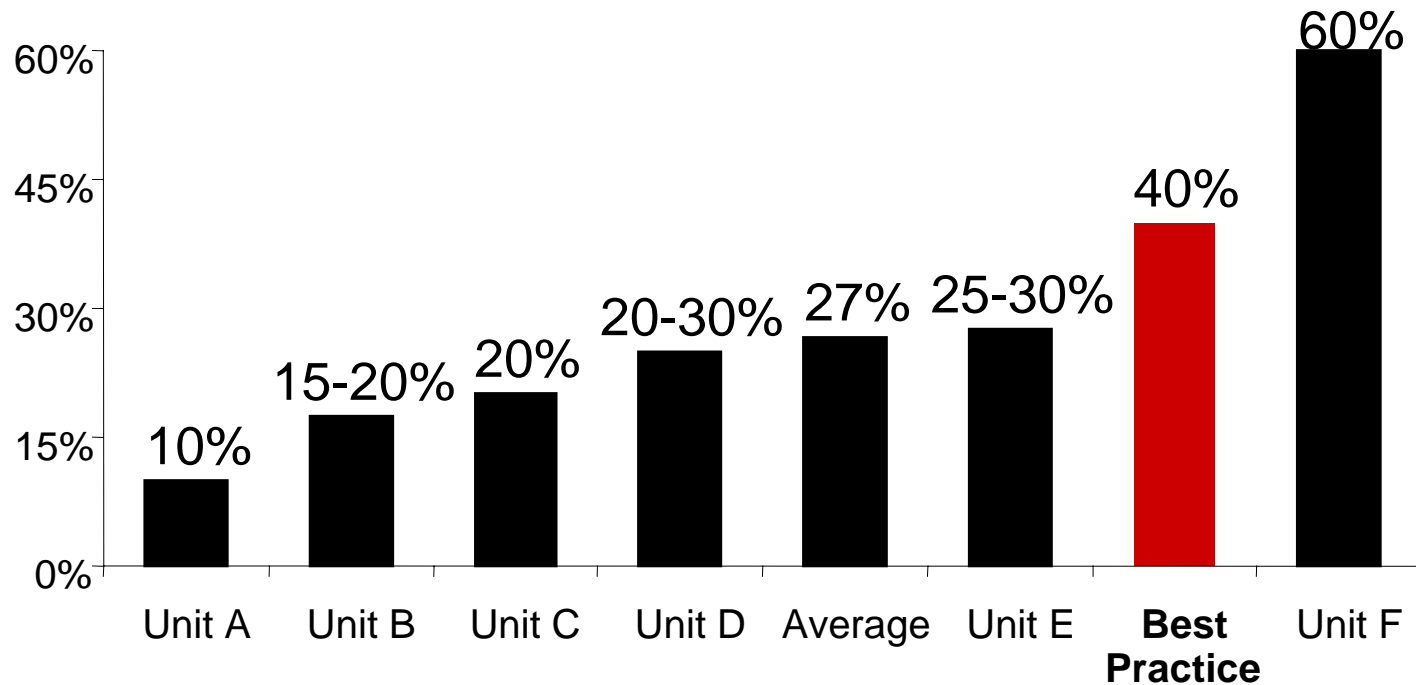


Role of Deans & Senior Administration

- Facilitate/ empower internal & external volunteer partnerships
- Cultivate & recruit lead volunteers
- Commit time to building relationships
- Solicit key “lead” donors
- Recognize & steward “lead” donors
- Seize opportunities



Estimated Time Commitment to Campaign Activity



Source: Grenzebach Glier client studies



What Deans & Senior Administration Should Expect from Development Staff

- Leadership in creating an operating plan
 - Prospective goals
 - Timetables
 - Inventory of tasks
- Strategy formulation
 - Building relationships with key prospects
 - Orchestrating volunteer committee programs & tasks
 - Moving solicitations forward, & ensuring follow-through
- Logistical support



What Development Staff Might Expect of Deans & Senior Administration

- Inclusion as part of the senior management team
- Direct reporting, ready access
- A serious commitment of time and energy
- Resources, relative to agreed upon fundraising goals
- Appropriate expectations of how the Development staff's time should be spent
- Mutual commitment to negotiated goals – for both activities and dollars



Creating Ownership

- Ensure that the President or Dean is seen as the Chief Development Officer
- Ownership of institutional goals/ case/ program
- Celebrate their success



Building Success: “Development 101”

- Provide opportunities for development training for senior administration
 - Range of fundraising experience varies within the senior administration
 - Regular sessions throughout the year on specific topics
 - Opportunity to share fundraising experiences
 - Peer-to-peer interaction
 - Providing valuable training opportunities creates enthusiasm to get involved



“Development 101”

- Joint invitation from Head of Institution and Director of Development
- Involve Senior Administration & Development staff
- Topic specific sessions
- Case studies
- Role playing
- Special guests
 - Peers from other institutions
 - Donors
 - External consultants



Cultivate Your Team

- Assign Development staff to each faculty or unit
- Regular contact between Sr. Admin and Development staff (ie: monthly meetings)
- Strategic engagement
 - Opportunities for early success
 - Thorough preparations for development calls
 - Effective use of time in making calls
- Celebrate success



Engaging Expertise

- Present other successful examples
- Connect your team with peers who can describe their success
- Engage outside counsel when needed



Questions?



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