



CONFERENCE

FUNDRAISING FOR PRESIDENTS: INSTITUTE

June 16 - 17, 2015

Vancouver, BC, Canada





Are you appropriately leveraging your president as a fundraiser?

OVERVIEW

Fundraising has become a key competency for leaders across higher education, consuming a larger portion of university presidents' time and taking them away from many day-to-day campus activities. Getting in front of the right donors, understanding when to ask and what to ask for is important. However, balancing fundraising responsibilities with traditional operational, strategic, and managerial responsibilities continues to be a challenge for many university presidents.

Join us in Vancouver to discover how to appropriately engage your president as a fundraiser. Building on key lessons of one of our most popular books, *Fundraising for Presidents: A Guide*, this institute will bring that content to life. You will leave this program equipped with a plan to strategically incorporate your president in fundraising activities.

ADDITIONAL RESOURCE - FUNDRAISING FOR PRESIDENTS: A GUIDE

Fundraising for Presidents: A Guide offers a forward-thinking look at how presidents can create the conditions necessary to attract significant philanthropic investments. Add this book to your registration and refer to it as you work to more effectively incorporate your president in fundraising initiatives.

WHO SHOULD ATTEND

This conference is ideal for presidents, campus leaders, and fundraising executives 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, so that you can make the most out of this interactive, thought-provoking institute. Your team will leave this program equipped with a plan to better collaborate across campus leadership to achieve strategic fundraising goals.

[CLICK HERE TO REGISTER](#)

<http://www.academicimpressions.com/conference/fundraising-presidents-institute-june-2015>



LEARNING OUTCOME

After participating in this conference, you will be able to strategically incorporate your president into advancement activities.

CONTACT US FOR MORE INFORMATION

Contact **Erin E. Swietlik**, Senior Conference Director at erin@academicimpressions.com or 720-988-1236 if you'd like additional information about the program

HOST INSTITUTION

Academic Impressions would like to thank the following host institution for helping to bring this program to Vancouver:



[Simon Fraser University](http://www.sfu.ca)



AGENDA

TUESDAY, JUNE 16, 2015

- 8:00 - 8:30 a.m.** Continental breakfast (included in registration fee)
- 8:30 - 10:00 a.m.** Understanding Charity vs. Philanthropy
In this opening session, you will learn about the distinction between charity and philanthropy and how to communicate the difference to the highest-level administrators on your campus. This session will also 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 leave this session equipped with a revised case for support based on these key lessons.
- 10:00 - 10:30 a.m.** Morning break
- 10:30 a.m. - 12:00 p.m.** Establishing a Well-Chosen Board
Often, your board of trustees is the group of people the president spends the most focused time with. 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. This session will demonstrate how to engage board members as institutional advocates and best leverage these prominent alumni and community members for fundraising success. You will also learn how to determine appropriate giving levels for board members. This session 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.
- 12:00 - 1:30 p.m.** Lunch (included in registration fee)
- 1:30 - 4:00 p.m.** A Triad of Success: Building the Relationship Between the President, Chair of the Board, and VP of Advancement
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.
- 4:00 - 4:30 p.m.** Day 1 Wrap-Up
- 4:30-5:30 p.m.** Networking Reception



AGENDA

WEDNESDAY, JUNE 17, 2015

8:00 - 8:30 a.m. Continental breakfast (included in registration fee)

8:30 - 10:00 a.m. Managing the President's Time

There are four main external constituency groups the advancement shop interacts with: alumni, parents, community philanthropists, and corporate, foundation, or industry partners. How much time is your president spending with each constituency group? How much time should your president be spending with each group? In this opening session on the second day, you will learn 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.

10:00 - 10:30 a.m. Morning break

10:30 a.m. - 12:00 p.m. Involving the President Throughout the Solicitation Cycle

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.

12:00 - 1:30 p.m. Lunch (included in registration fee)

1:30 - 3:00 p.m. President as Steward

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 session, 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.

3:00 - 3:30 p.m. Afternoon break

3:30 - 4:30 p.m. Closing Discussion: Tying it All Together

The program will conclude with a group discussion focusing 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.



INSTRUCTOR



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, and 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.



HOTEL RESERVATIONS

The conference will be held at:

Delta Vancouver Suites
550 West Hastings Street
Vancouver, BC V6B 1L6

To reserve your room, call the hotel at 604.689.8188 or reservations at 888.890.3222. Please indicate that you are with the Academic Impressions group to receive the room rate of \$230 (Canadian) for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 15-16, 2015. Reservations must be made by May 15, 2015. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Our all-suite hotel in downtown Vancouver puts you at the heart of the city's plentiful entertainment, business and transportation offerings. The property lies a block from the Canada Line rail system and within walking distance of art galleries, theatres, Stanley Park, Rogers Arena and BC Place Stadium. Perfect for business travellers, our hotel is also minutes from the Vancouver Convention Centre, the city's central business district and government offices. Enjoy shopping the Granville Street mall and Robson Street or take in the vibrant dining scene and nightlife of Gastown and Yaletown.

Delta Vancouver Suites is 14.3 km from Vancouver International Airport

Transportation:

The Canada Line connects downtown Vancouver to the Vancouver International Airport (YVR) and the city of Richmond. If you are taking the Canada Line to or from YVR, the station is only a block away from the hotel.
www.translink.ca

Taxi: Set fare of \$35.00 one way





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Tuesday, breakfast and lunch on Wednesday, as well as refreshments and snacks throughout the conference.

Conference + Book

Conference + Book
(*Fundraising for Presidents: A Guide*) - \$1720 + Tax
(\$1,802.25 USD)

__ # of attendees

Total _____

Conference

Conference only - \$1645 + Tax
(\$1,727.25 USD)

__ # of attendees

Total _____

Book

Book only - \$75

__ # of attendees

Total _____

EARLY BIRD PRICING

Postmarked on or before May 29, 2015. For registrations postmarked after May 29, 2015, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/fundraising-presidents-institute-june-2015>



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CONFERENCE REGISTRATION INFORMATION

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Print Name Job Title

Institution/Organization

What name do you prefer on your name badge? Address

City State/Province Zip/Postal Code Country

Telephone Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

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Additional Contact Name Contact Phone

Additional Contact Email Additional Contact Title

EMERGENCY CONTACT INFORMATION

.....

Emergency Contact Name Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

My check is included and covers _____ registration(s) Check # _____

Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.