



CONFERENCE

FUNDRAISING FOR DEANS

October 2, 2015
Washington, DC





Is fundraising one of your official responsibilities as a dean?

OVERVIEW

Fundraising is increasingly listed as a required component of every dean's responsibilities. This one-day conference is designed to equip academic leaders with the skills to more effectively fundraise. During this conference deans will:

- Gain an understanding of the current fundraising environment
- Examine three building blocks for developing a philanthropic culture on campus
- Outline specific priorities to share with development officers and faculty
- Get tips for better informing advancement about interactions with alumni
- Troubleshoot advisory board challenges to make those interactions more effective

Past participants have consistently said that our expert presenters, Jim Langley and Chet Gillis, provide practical advice for tackling the unique fundraising challenges facing deans. Academic deans and their fundraising counterparts will leave this conference better prepared to raise funds for their school, college, or department.

WHO SHOULD ATTEND

Bring a team of deans from across your institution. This event will equip academic leaders from every department or college on campus with a framework to fundraise more effectively.

When you register 2 deans from your institution, a 3rd can attend for 50% off!

LEARNING OUTCOME

After participating in this conference, you will be able to raise more money for your school, college, or department.

[CLICK HERE TO REGISTER](#)

<https://www.academicimpressions.com/conference/fundraising-deans-october-2015>



CONTACT US FOR MORE INFORMATION

Contact **Meghan D. Saenz**, Assistant Conference Director at meg@academicimpressions.com or 720-988-1251 if you'd like additional information about the program.



SAVE \$100 ON THIS EVENT WITH AI PRO!

Available with: **AI Advancement Pro & AI Academic Affairs Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact Bridget@academicimpressions.com for more information about AI Pro.



AGENDA

FRIDAY, OCTOBER 2, 2015

- 7:30 - 8:00 a.m.** Registration and continental breakfast (included in registration fee)
- 8:00 - 9:30 a.m.** Preparing for the Upcoming Challenges by Understanding Our Current Position
With the billion-dollar campaign increasingly becoming the norm in higher education fundraising, many institutions have met these ambitious goals by turning to a shrinking pool of high-wealth donors. However, these transactional interactions only increase the percentage of alumni who feel the relationship with their alma mater has been undervalued or forgotten. You will leave this session with a better understanding of this phenomenon and similar issues that frame the challenge of the future of fundraising success.
- 9:30 - 10:15 a.m.** Building a Stronger Philanthropic Culture
Building on the content of the opening lecture session, this session will dig into the specifics of how deans can foster a culture of philanthropy at your institution. This session will highlight three key building blocks: appreciation, affiliation, and agency. It will also take an in-depth look at what has worked well over time and allow you to identify where there are opportunities for improvement within your existing structures.
- 10:15 - 10:30 a.m.** Morning break
- 10:30 a.m. - 12:00 p.m.** Articulating Clear Priorities to Allow for Advancement Success
Fundraising success—already difficult in this philanthropic climate—is only more complicated when donors are presented with numerous giving opportunities. Through a combination of lecture and working time, this session will offer you tips for crystallizing your vision and help unify your external message across development staffers. You will leave this session equipped with a draft of fundraising priorities for you to share with your development officer and faculty members.
- 12:00 - 1:00 p.m.** Lunch (included in registration fee)
- 1:00 - 2:00 p.m.** Identifying and Interacting with Potential Donors
From former students to other alumni and even parent connections, faculty and academic leaders have unique connections to an institution's external stakeholders. It is imperative you keep advancement staff apprised of these connections to keep development officers operating at peak performance; the more disciplined the communication, the greater the potential for institutional growth. You will leave this session equipped with methods of ensuring that these interactions are communicated, tracked, and responded to as needed.



AGENDA

FRIDAY, OCTOBER 2, 2015 (CONTINUED)

- 2:00 - 3:00 p.m.** **Using Whitepapers and Projects to Maximize Prospect Interest**
Approaching a prospect with a whitepaper draft can provide a substantive, early-stage connection to a project and allow you to build a focused, results-based relationship without social cultivation. Highlighting a variety of samples, this session will show you how to develop whitepapers that motivate prospects to give.
- 3:00 - 3:15 p.m.** **Afternoon break**
- 3:15 - 4:30 p.m.** **Improving Advisory Board Performance**
Advisory boards can be helpful entities, but they often fail to reach their full potential. Their obstacles include: an ill-defined mission, unclear or poorly defined membership responsibilities, ineffective group interaction, or uninspired leadership. This session will help you troubleshoot your challenging advisory board situations and leave you equipped with tactics to make your advisory board more effective.
- 4:30 - 5:00 p.m.** **Debrief & Wrap-Up**



INSTRUCTORS



CHESTER GILLIS, PH.D. / Dean, Georgetown College

Georgetown University

Appointed dean in April 2009, Chet previously served Georgetown as chair of the Department of Theology, then as interim dean. He is an expert on the U.S. Catholic Church, the history of Catholicism, the papacy, interfaith dialogue, and religious pluralism. Chet received the Excellence in Teaching Award from the Liberal Studies Program in 2005, and, as a member of the American Theological Society, he served on the Academic Relations Task Force of the American Academy of Religion.

Chet previously chaired the Arts and Humanities Committee for the Heinz Awards and the national Teaching Award Committee for the Association of Graduate Liberal Studies. He is co-editor of the Columbia University series on Religion and Politics and past editorial board member of *Confluence: Journal of Graduate Liberal Studies*. Frequently consulted by the media about contemporary issues in religion, Chet has appeared on *Face the Nation*, *Meet the Press*, *NewsHour*, *Good Morning America*, *Nightline*, and National Public Radio, among other outlets. He is also a contributor to the *Washington Post/Newsweek* website *On Faith*.



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, then 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:

Sheraton Silver Spring
8777 Georgia Avenue
Silver Spring, MD

To reserve your room, call 301.589.0800. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the night of October 1, 2015. Reservations must be made by September 10, 2015. There are a limited number of rooms available at the conference rate. Please make your reservations early.



Sheraton Silver Spring Hotel is located in downtown Silver Spring and within minutes from The Fillmore Silver Spring, Discovery Communications worldwide headquarters, and Washington, D.C. metro area. Wondering about what to do in Silver Spring during your next trip? The convenient Silver Spring hotel location puts you within walking distance to many entertainment venues, restaurants and local businesses in Silver Spring. If you are looking for hotels near DC metro, look no further as our hotel is just steps away from the Silver Spring Red Line Metro stop, which you can easily access with our complimentary shuttle for direct access into the heart of the nation's capital.

The hotel is located approximately 10 miles from Ronald Reagan National Airport (DCA).



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, and lunch, as well as refreshments and snacks throughout the conference.

Conference
Conference - \$995 USD
<input type="checkbox"/> ___ # of attendees

Total _____



ATTEND AS A TEAM - For every two registrants, the third is half off!

EARLY BIRD PRICING

Postmarked on or before September 11, 2015. For registrations postmarked after September 11, 2015, an additional \$100 fee per registrant applies.

Visit our website to register online:

<https://www.academicimpressions.com/conference/fundraising-deans-october-2015>



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CONFERENCE REGISTRATION INFORMATION

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

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



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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

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