Fundraising Workshop Held

Over 70 deans and their development officers attended this spring’s special topic workshop, “Making the Case for Supporting the Liberal Arts” in Phoenix, March 27-28. The workshop was held in conjunction with the release of a new CCAS publication, *Deans and Development: Making the Case for Supporting the Liberal Arts and Sciences*, edited by Anne-Marie McCartan and Carl Strikwerda. The contributing authors of this volume served as the faculty for the workshop, speaking to the topics covered in the book, including

**DAVID BOOCKER** (Univ. of Nebraska at Omaha) on “You Have the Gift—Now How do you Steward It?”

**Bret Danilowicz** (Oklahoma State Univ.) on “Organizing Your Office for Development”

**Richard Finkelstein** (Univ. of Mary Washington) on “College Advisory Boards and Their Role in Development”

**Pamela Gates** (Central Michigan Univ.) on “Making Your Chairs/Heads/Directors Part of the Development Process”

**Matt Moen** (Univ. of South Dakota) on “Arts and Sciences on Campus”

**Lori Vermeulen** (West Chester Univ.) on “Integrating Faculty into Fundraising Activities”

Keynote speaker **CARL J. STRIKWERDA**, former dean of the faculty of arts and sciences at The College of William and Mary and now serving as president of Elizabethtown College (PA), spoke to “Developing Deans to be Development Deans.” He urged attendees, among other things, to have an “elevator speech” at the ready – a concise statement of your College priorities that allows you to make a coherent and persuasive pitch to donors. He also cautioned against becoming mired in event planning and alumni relations, which can distract deans from raising funds for the larger, focused needs of your College.

**HIGHLIGHTS FROM**

Matthew Moen’s address on “11 things to think about when doing fundraising for the Arts & Sciences”

- Arts and Sciences donors are terrific from a philanthropic perspective … unlike gifts to professional schools from businesses and firms, where there is a bit more of an implicit quid pro quo …our donors often are purely philanthropic, worried about the humanities, science education, or civic engagement.

- Every fundraising model is ultimately some sort of institutional hybrid, so rather than worrying about structure, just embrace what you are given and make it work …increased flexibility comes with success.

- Arts & Sciences is a structure that varies by College/School, so don’t put much emotional investment into that structure regarding donors; instead, think about the trade-offs between raising money for the good of the order (College) where dollars can be spread all around but donors have to be brought along with some aggregate message versus the specific departments, where there is more loyalty from donors but more uneven outcomes.

- Unlike the professional schools, where a donation is seen as benefiting the whole school, a donation to one Arts and Sciences department does not always interest other units very much, so building momentum all across the College based on the prosperity of some units can be hard outside of a capital campaign.

- Explaining the Arts and Sciences mission to donors is complicated and takes great effort, but is a necessary part of long-term success.

- Arts & Sciences fundraising can be a tremendous learning opportunity for the deans because our alumni have taken so many paths …to keep it fresh, keep learning from donors in addition to working to raise funds.
Attendees also received the results of a self-assessment instrument they completed on ten fundraising competencies. The authors of the assessment instrument, Susan Brock Wilkes and Tara Telfair, provided attendees with individualized results and went into depth on how to address shortcomings in some of the competency areas, such as Donor-Centric Activities and Strategic Thinking Skills.

The workshop was co-directed by Boocker and McCartan.

Bret Danilowicz (Oklahoma State Univ.) engaged the audience in a discussion of “Organizing the Dean’s Office for Development.”

Elizabethtown College President (and former CCAS dean) Carl Strikwerda was the keynote speaker.