Development, Fundraising, and Alumni Relations



Fundraising has quickly become an important and expected component of chairing a department.

- Philanthropic giving in the U.S. is more than \$300 billion per year.
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 - Remainder from corporations, foundations, bequests.
- Critical to university budgets
 - Penn State endowments valued at \$1.7Billion
 - Total budget is \$4.3Billion





There are a number of external and internal resources available.

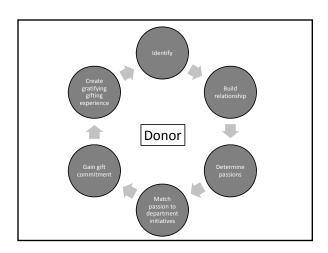
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ADVANCEMENT RESOURCES

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PROFESSIONAL FUNDAMISING WORKSHOP FOR DEANS,
DEPARTMENT CHAIRS, AND ASPRING ACADEMIC LEADERS

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The organization of development staff varies from one university to another. • Penn State example — University, college, departments • Within departments, some staff being hired for purpose of helping with development • Alumni relations staff also get involved with development, particularly at the cultivation end. — Talk first about development — Then how alumni relations might help	
Step 1. Get to know who your alumni are.	
Work with development staff to identify alumni who are potential donors.	
Query the alumni list for job titles, women, PhD's, location,	
 Meet with senior faculty and alumni to identify additional alumni Use your external advisory committee (assuming that 	
they are mostly alumni) to help — Develop lists and a plan for visiting • Who are the high priorities?	
Where are they clustered?	
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Step 2. Prepare for visiting your identified alumni.	
Develop materials you that showcase your department to give on your visits	
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The Harry West Teaching Award for the Advancement of Civil and Environmental Engineering Education

We are pleased to announce the creation of the Harry West Teaching Award for the Advancement of Civil and Environmental Engineering Educations



Harry Westhashad a long and distinguished career a acid engineering educator at Penn Stalar. To honor his contributions, the Department of Civil and Environmental Engineering at Penn State has established an endowment in Dr. West's name to advance the state of the prescription Civil Engineering education. Dr. West personifies teaching excellence, carring numerous awards for his teaching over his carring numerous awards for his teaching over his mental control of the contro

Dr. Westhas always been --and remains today some one who truly cares about our students and what they learn in our descendens. He began his association with Penn State as an instructor in 1958. He followed a careier path that eventually led to his promotion to hall prodessor and professor expressions.

The creation of the endowment will allow the department to insugurate the Ierry West Technique award. Inconcess will be selected by our weightering students and faculty. We also envision that the endowment engineering students are faculty. We also envision that the endowment will final a seriment series taken the Technique store that they almost entire department and code(ps) faculty in the hope that the entiry vestor of technique and code(ps) faculty in the hope that the entiry vestor of technique and endowed outly. In addition, the orderment will be used to see modeld outly. In edition, the orderment will be used to see the code of the code of

Step 2 continued.

- Think about what is great about the department, where you are going, what initiatives you are working on, what you need to be successful
- Learn about each of these alumni
 - visit their websites, google their names, look on linked-in
 - Check development records for prior donations and records of contact

Step 3. Go visit!

- Go alone or with development person
 - Take faculty member(s)?
- Visit alumni wherever your travels take you
- Be prepared to talk about the department and the exciting things going on
 - Focus on the students
 - Give them the materials you prepared
- Arrange a luncheon for a group of alumni if many clustered together
 - See if one alumni will host
 - Present highlights of department

Step 4. Invite them to visit

- Speak in class, seminar, student group
- Help with canoe, bridge, ...
- · Visit with students, faculty
- Lunch with selected faculty and/or students
- Visit with others in the college that may be of interest

Step 5. Document the visits

- Document your conversations, and note their interests in the department
- Share with the development team
- Keep a notebook of visits for the next department head

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Step 6. Ask for help

- Help comes in many forms
 - Funds for
 - Scholarships/assistantships,
 student groups,
 student travel,

 - Endowed lectures,
 - Endowed awards
 - Discretionary spending
 - Projects (EWB, concrete canoe, etc.)
 - Assistance in

 - reaching out to other alumni
 setting up mentoring/network groups
 Supplying data or other input to projects
 - Conducting field trips
 ABET input
- So find out what your alumni are excited about

How can alumni relations help?

- Departmental alumni associations
- Speakers bureau
- Mentoring network
- All of these activities are ways to engage alumni, help your current students, and potentially lead to a gift

When should you ask for money?

- I rarely do!
 - If the alum brings it up, I follow up.
 - Development person usually follows up based on my report.

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Create a good post-gift relationship.

- Thank you.
 - Card from department
- Annual report (accountability)
- Invitation to dinner with students
- Invitation to visit

THON 2012: Penn State Students Raise \$10.7M For Charity



The largest student-run philanthropy in the world