

# DEVELOPMENT 101

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# BASIC TYPES OF SUPPORT

- Student
- Faculty
- Program
- Facility

# DEVELOPMENT CYCLE

- Identification
- Cultivation
- Solicitation
- Stewardship/cultivation again

# RELATIONSHIPS

The key to a strong development program is to build strong relationships with your constituency in support of your institution.

It is NOT all about you – it is about the university and the alumni, faculty and friends.

# ASK THE PROSPECT WHAT THEY ARE INTERESTED IN SUPPORTING

Don't assume you know where their interests lie and don't lead them. Ask the question and the LISTEN!!!

You will get more money in the long run if you work with them to meet their needs and desires.

# USE YOUR POSITION TO OPEN DOORS

If a donor/prospect is a high level executive or public personality then you may be needed to help open the door, but later the development officer should be able to work with them to design the gift without you! Then, you can go back to celebrate the gift! If you don't have a designated development officer, then work with central development personnel until such time as you can build a case for your own!

# PLAN AND EVALUATE

- Need an annual operating plan with who you will see when and about what!
- Use your travel time wisely.
- Develop a budget beyond personnel
- Metrics for evaluation – yours and development officer
  - Visits/significant contacts
  - Dollars

# DEVELOPMENT TAKES TIME

You may never see the results of your efforts, but it's worth it for the strength and integrity of the program, as well as to benefit the current students and those yet to come.



# TYPES OF GIFTS

- Annual

- Capital – larger in support of specific program, endowment, project or facility

- Planned

- Simple Bequests – percent or specific amount
- Charitable Trusts
- Land or retained life-estate
- Annuities
- Retirement Assets
- Pooled Income Funds

# GIFT PYRAMID GIFT RANGE CALCULATIONS

[http://www.blackbaud.com/company/resources/  
giftrange/giftcalc.aspx](http://www.blackbaud.com/company/resources/giftrange/giftcalc.aspx)

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## Gift Range Calculator

Planning a capital campaign? Trying to fund a new program? We can help. This tool will calculate the number of gifts you will need to achieve your campaign goal so that you can adjust resources or goals as needed. The calculator is based on industry standards that fundraising professionals have been using for decades. This tool is applicable for capital campaigns but can be adapted for annual appeals.

It's easy! Just enter the goal amount for your campaign, hit the Calculate button and see your results.

If you use Internet Explorer, you can print or export the chart (into Excel for example) so you can share it with your colleagues and board. Get everyone involved in your nonprofit's success with this free Gift Range Calculator.

*NOTE: Do not include extra characters in your Goal Amount, such as dollar signs, commas, or spaces.*

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### Gift Range Chart

Goal Amount:

# QUESTIONS ? COMMENTS?

CASE – Development for Deans

<http://www.case.org/conference>

## Fall Conference

October 18–20, 2009

Grand Hyatt San Francisco  
San Francisco

## Winter Conference

February 15–17, 2010

Grand Hyatt Washington  
Washington, D.C.