

# COLLEGE PRESIDENTS



THE NEW PRESIDENT, SPOUSE/PARTNER AND  
INSTITUTIONAL ADVANCEMENT: 101

OR

A FEW THINGS YOU ALWAYS WANTED TO KNOW BUT  
WERE AFRAID TO ASK

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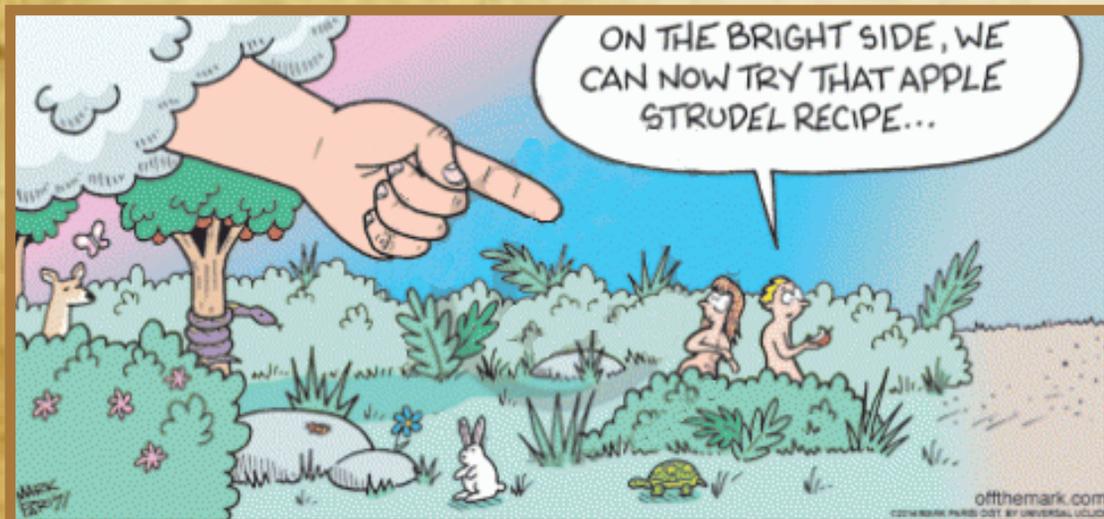
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# BOOK ONE: THE LISTS OF TENS

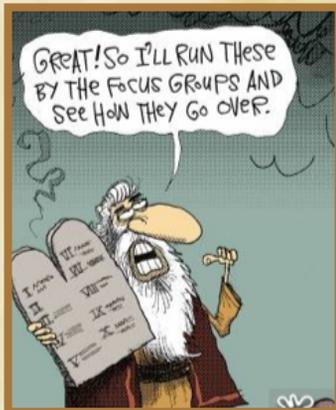
## CHAPTER 1: THE "TEN COMMANDMENTS" OF FUND RAISING FOR COLLEGE PRESIDENTS

1. THOU SHALT APPROACH FUNDRAISING AS A HOLY QUEST TO FULFILL THE COLLEGE'S MISSION, VISION, AND STRATEGIC PLAN.

2. THOU SHALT DEMONSTRATE HUMILITY ABOUT THE INFLUENCE OF THE PRESIDENCY, BUT USE IT EFFECTIVELY.

3. THOU SHALT KNOW THY BOARD AS THY FAMILY, KEEPING THY BOARD INFORMED AND

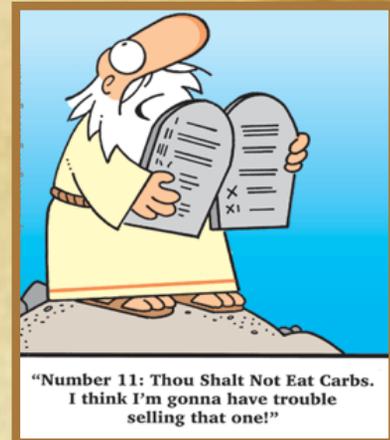
INVOLVED IN THY FUNDRAISING ENDEAVORS.

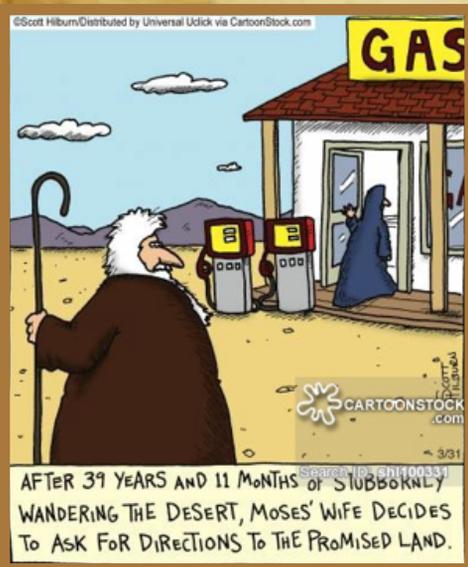


4. THOU SHALT BE AN EXAMPLE TO OTHERS THROUGH THINE OWN PHILANTHROPY.

5. THOU SHALT NEVER SPEAK ILL OF THY PREDECESSORS LEST THOU SHALT BECOME A PREDECESSOR SOMEDAY.

6. THOU SHALT HONOR THE SKILLS AND EXPERTISE OF THY SPOUSE/PARTNER AS A DIVINE GIFT TO THEE, AS A PARTNER WITH THEE, AND AS ONE WHO WILL ALWAYS KNOW THE TRUTH IN THY PURSUIT OF THY HOLY GRAIL.



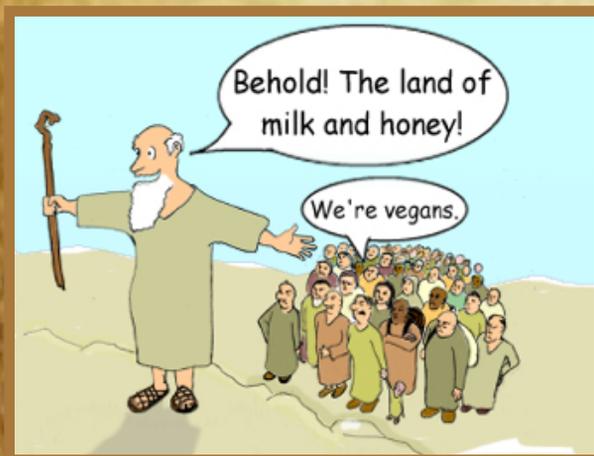


7. THOU SHALT LISTEN MORE, TALK LESS, PREPARE OFTEN, AND PRACTICE, PRACTICE, PRACTICE.

8. THOU SHALT MANAGE THY TIME AND RESPECT THE TIME OF OTHERS.

9. THOU SHALT RESPECT AND GIVE CREDIT TO THY DONORS, THY DEVELOPMENT STAFF, THY COLLEAGUES AND THY SPOUSE/PARTNER.

10. THOU SHALT ALWAYS AND FOREVER KEEP THY SPOUSE/PARTNER INFORMED ABOUT THE PRIORITIES, ACTIVITIES, AND SUCCESSES OF THY COLLEGE SO THAT HE OR SHE IS PREPARED TO SHARE THE TRUTH, IF NOT THE WHOLE TRUTH, WITH DONORS.

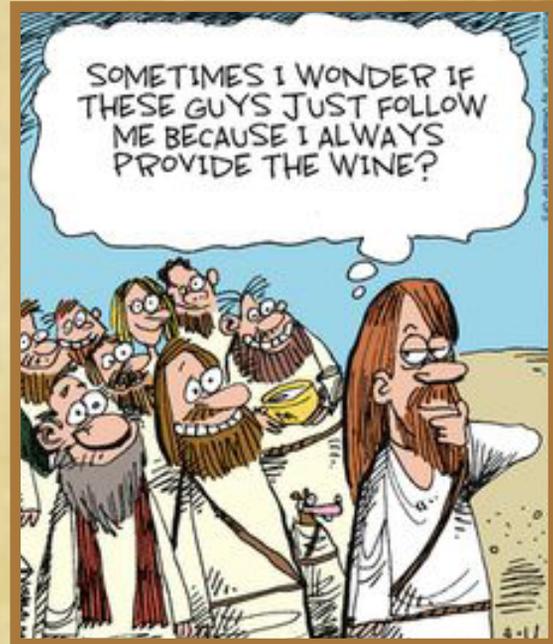


GOLDEN RULE (OR THE 11TH COMMANDMENT): THY DONORS GIVETH TO RIGHTEOUS PEOPLE WHO REPRESENT RIGHTEOUS COLLEGES, NOT BECAUSE THY COLLEGE NEEDS THE GIFTS, BUT BECAUSE THY COLLEGE DESERVETH THE GIFTS.

\*BORROWED LIBERALLY FROM THE THOUGHTS AND MUSINGS OF COLLEAGUES, SPOUSES, AND R. BORNSTEIN'S BOOK, FUNDRAISING ADVICE FOR COLLEGE AND UNIVERSITY PRESIDENTS (2011).

## CHAPTER 2: THE TEN REASONS WHY DONORS GIVE

1. THEY WANT TO MAKE A DIFFERENCE
2. IT MAKES THEM FEEL GOOD
3. IT MAKES THEM LOOK GOOD
4. BECAUSE THEY WERE ASKED
5. PEER PRESSURE
6. PERSONAL CONNECTION
7. SPIRITUAL CONNECTION
8. THEIR ROLE MODELS GIVE
9. THEY ARE IMPRESSED WITH AN ORGANIZATION'S REPUTATION
10. BECAUSE THEY "CAN"



### WORD ORIGIN AND HISTORY FOR "DONOR"

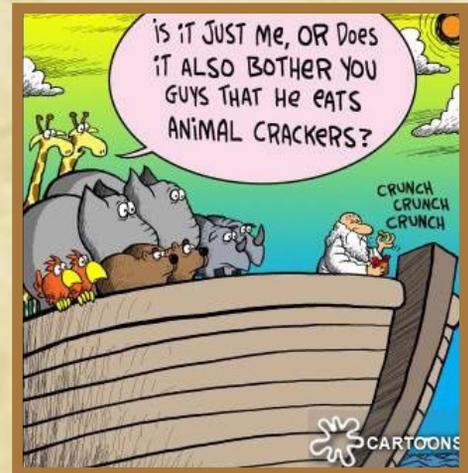
NOUN.

MID -15C., FROM ANGLO- FRENCH DONOUR, OLD FRENCH DONEUR, FROM LATIN DONATOREM "GIVER, DONOR," AGENT NOUN FROM PAST PARTICIPLE STEM OF DONARE "GIVE AS A GIFT."

# BOOK TWO: "THOUGHTS FROM THE TRENCHES"

## CHAPTER 1: WHAT WE (YOUR ADVANCEMENT TEAM) NEED FROM YOU

1. MAKE SURE THAT INDIVIDUALS OF INFLUENCE, INCLUDING TRUSTEES, INTRODUCE YOU TO KEY DONORS AND PERSONS OF IMPACT. YOU WILL GAIN INSTANT CREDIBILITY BY TAKING THIS STEP EARLY IN YOUR PRESIDENCY.



2. MESSAGING IS HUGE. HELP US HELP YOU.

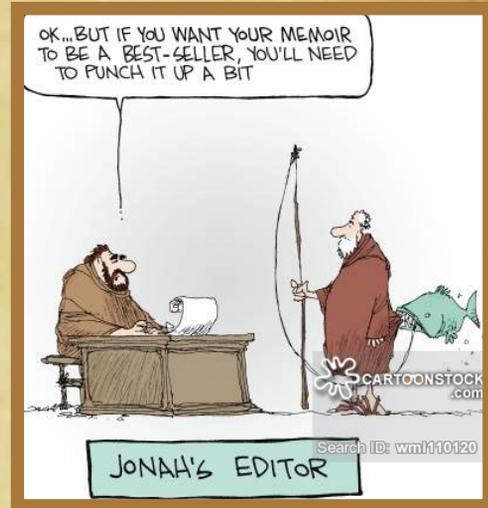
- HOW WOULD YOU LIKE TO BE INTRODUCED?
- WHAT ARE THE 2-3 REASONS WHY YOU WERE CHOSEN OVER OTHER CANDIDATES?
- WHAT SPECIFIC STRENGTHS AND EXPERIENCES DO YOU BRING TO THE PRESIDENCY?

3. TIME TO "HIT THE ROAD." YOU HAVE A SHORT HONEYMOON WINDOW IN WHICH YOU CAN INTRODUCE YOURSELF AS THE "NEW" PRESIDENT, AND SOMETIMES THAT CAN HELP YOU GET AN OTHERWISE HARD-TO-GET VISIT. IT'S ALSO A GREAT WAY TO START BUILDING RELATIONSHIPS WITH IMPORTANT DONORS.

4. COMMUNICATE YOUR WORK STYLE WITH US SO THAT WE CAN SUPPORT YOU BETTER. UNTIL THE STAFF "LEARNS" YOU, WE WANT TO KNOW WHAT YOU WANT FROM US. IF YOU CAN MAKE YOUR EXPECTATIONS CLEAR AND EASY, WE WILL BE BETTER ABLE TO MEET YOUR NEEDS. HONEST AND OPEN COMMUNICATION WILL OCCUR EASIER IN AN ENVIRONMENT WHERE WE KNOW WHAT IS EXPECTED OF US.

## SOME EXAMPLES:

- WILL YOU BE OKAY IF WE HEAVILY CORRECT A DOCUMENT YOU SENT TO US TO EDIT?
- CAN WE SUGGEST A WHOLE OTHER DIRECTION?
- CAN WE TELL YOU WHAT WE REALLY THINK?

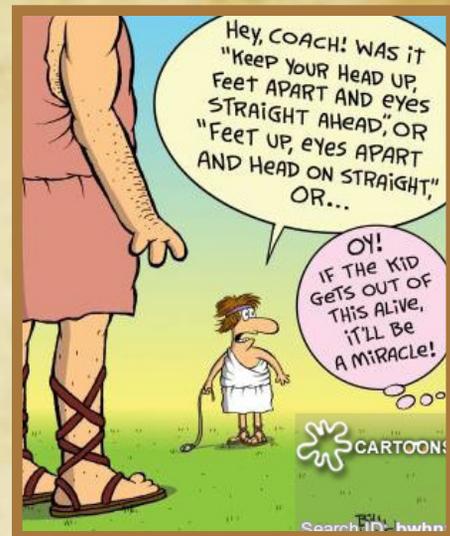


5. BE PREPARED TO STRATEGIZE MESSAGING AND TIMING WITH THE APPROPRIATE STAFF. YOU WANT THE "BIGGEST BANG FOR YOUR BUCK," AND HAVING THE RIGHT MESSAGE AND TIMING CAN HELP.

6. IT IS HELPFUL IF YOU ARE SEEN AND HEARD AT EVERYTHING! THIS IS ESPECIALLY TRUE AT STUDENT EVENTS AND GAMES. GET TO KNOW YOUR STUDENTS! YOUR EFFORTS WILL BE NOTICED AND APPRECIATED.

7. CONNECT WITH THE COMMUNITY EARLY (AND OFTEN) TO BUILD POSITIVE TOWN/GOWN RELATIONSHIPS.

8. DON'T BE AFRAID TO LEAN ON US WHEN YOU HAVE THE FUNDRAISING JITTERS. WE LOVE TO HELP OUR PRESIDENT UNDERSTAND DONOR MOTIVATIONS AND ARE FULLY INVESTED IN YOU. THE PRESIDENT'S SUCCESS MAKES OUR JOBS MUCH EASIER. WE ARE IN THIS TOGETHER!



9. REMEMBER, THAT WHILE WE THINK YOU ARE AWESOME, IT MAY BE THAT SOMEONE ELSE IS THE BETTER PERSON TO HANDLE A PARTICULAR DONOR. DON'T BE AFRAID TO SAY "I'M NOT THE BEST PERSON TO WORK WITH THIS DONOR" AND DON'T TAKE IT AS AN INSULT IF WE SAY "WE THINK THAT PERSON 'X' IS THE BEST PERSON TO HANDLE THIS DONOR."

10. MOST IMPORTANT, LEARN YOUR INSTITUTION'S STORY EARLY AND LEARN IT WELL. YOU REPRESENT THAT STORY.

THAT STORY HAS TO RESIDE IN YOUR SOUL SO THAT IS A NATURAL NARRATIVE WHEN YOU CONVERSE WITH ALUMNI, DONORS AND FRIENDS IN DIFFERENT WAYS AT DIFFERENT TIMES.



### GOLDEN RULE:

THY DONORS GIVETH TO RIGHTEOUS PEOPLE WHO REPRESENT RIGHTEOUS COLLEGES, NOT BECAUSE THY COLLEGE NEEDS THE GIFTS, BUT BECAUSE THY COLLEGE DESERVETH THE GIFTS.

## BOOK THREE: PRACTICAL LISTS

### CHAPTER 1: WHO'S ON FIRST? THE ROLES OF THE "FIRST FAMILY"

"FUND-RAISING IS AN INTEGRAL AND TIME-CONSUMING PART OF EVERY PRESIDENT'S JOB. WHILE THE PRESIDENT WORKS CLOSELY WITH THE DEVELOPMENT OFFICE IN GARNERING PRIVATE SUPPORT, ANOTHER PERSON OFTEN PLAYS A SIGNIFICANT ROLE IN THE SUCCESS OF A UNIVERSITY'S DEVELOPMENT EFFORTS. 'HIRED' ALONG WITH THE CEO, THIS INDIVIDUAL SERVES A MAJOR FUNCTION, BUT FREQUENTLY HAS NO JOB DESCRIPTION AND OFTEN WORKS WITHOUT A CONTRACT OR REMUNERATION. THIS IS THE SPOUSE/PARTNER OF THE PRESIDENT."

(SCHULTZ, MICHAEL W. THE PRESIDENTIAL SPOUSE. INSIDE HIGHER ED, 2010. WWW.INSIDEHIGHERED.COM)

1. HAVE A PLAN/ STRATEGY. NEVER GO INTO A MEETING "WINGING IT."
2. INVEST IN THE PERSONAL CONNECTION. MOST DONORS GIVE TO THOSE WITH WHOM THEY FEEL AN AFFINITY. KNOW WHICH ONE OF YOU THIS WILL BE IN ADVANCE.
3. PLAN THE APPROACH AND KNOW WHEN TO "KEEP YOUR POWDER DRY." ALSO KNOW WHEN TO "TAG TEAM."
4. RECOGNIZE WHO IS THE BETTER LISTENER AND NOTE ESPECIALLY TO WHAT IS NOT BEING SAID.
5. BE "ALL IN." IF YOU ARE FULLY COMMITTED, IT WILL RESONATE WITH THE DONOR.

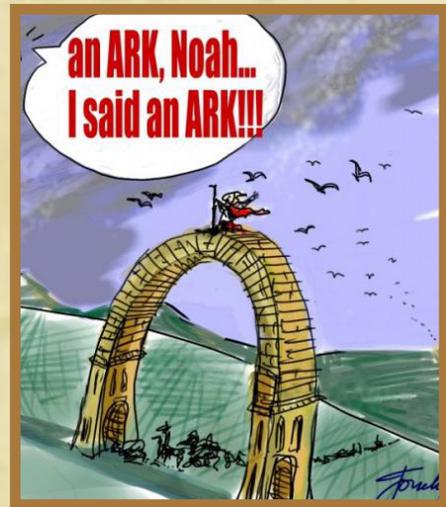
"Quit worrying about corroborating your sources - it's not as if anyone's going to take all this literally."



## CHAPTER 2: TOOL KIT ESSENTIALS

ACCORDING TO THE DICTIONARY, A TOOLKIT IS A "PERSONAL SET OF RESOURCES, ABILITIES OR SKILLS." IT ALSO INCLUDES A LIST OF PERSONAL SKILLS AND QUALIFICATIONS YOUR SPOUSE/PARTNER AND YOU MAY BRING TO A TASK.

1. USE THE 80/20 RULE OF LISTENING. (LISTENING 80% OF THE TIME, DUH...)
2. KNOW WHAT DRIVES YOUR DONORS. READ THE BRIEFS YOUR ADVANCEMENT TEAM PROVIDES.
3. HAVE A POCKETFUL OF STORIES THAT WILL RESONATE WITH DONORS ON WHAT THEIR GIFT CAN ACCOMPLISH.
4. DEVELOP A SPECIFIC PLAN FOR EACH DONOR OR CAMPAIGN.
5. BUILD YOUR "JACK BE NIMBLE" SKILLS. BE ABLE TO THINK ON YOUR FEET AND RECOGNIZE UNIQUE OPPORTUNITIES.



## CHAPTER 3: WINNING STRATEGIES

1. LEVERAGE "FRIENDS" WHO ALREADY GIVE.
2. BE AWARE OF YOUR DONORS' HISTORY, INTERESTS AND TALENTS (CASH MAY NOT BE THEIR ONLY GIFT).
3. PARTNER WITH OTHER ORGANIZATIONS TO EXTEND YOUR REACH.
4. BE CREATIVE IN COMMUNICATIONS MEDIUMS YET REMAIN TRUE TO YOUR INSTITUTIONS REPUTATION.
5. HAVE RELEVANT GIVING LEVELS THAT WILL HELP MOTIVATE YOUR DONORS.

## BOOK FOUR: RESOURCES FOR THE CURIOUS

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"I was always a big picture kind of guy. Too busy for the small details. I think that's why I forgot to keep breathing."

COMPILED AND DEVELOPED BY THE STAFF AT:

**BREVARD COLLEGE**  
BREVARD, NORTH CAROLINA

**Pfeiffer**  
UNIVERSITY

**YORK COLLEGE**  
OF PENNSYLVANIA

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