

## Deans and Other Academic Leaders: Roles in Development

- Create a compelling vision
- Manage the academic priority-setting process
- Articulate the case for support
- Collaborate with professional development staff
- Facilitate faculty partnerships
- Identify prospects
- Maintain relationships for the long term
- Ask
- Thank and recognize givers

### Create a Compelling Vision

#### Manage the Priority-Setting Process

- Where is our field going? What are our strengths and competitive advantages?
- Where are our greatest opportunities and threats? What do we need to get where we want to go?

#### Articulating the Case for Support (Five-Finger Messaging)

- Where are we going?
- Why does it matter?
- Why are we the right ones to do it?
- What will it take?
- How can the listener (donor) help?

#### Collaborate with Development Staff

- Frequent, regular meetings with your development officer(s)
- Periodic meetings with key university development staff
- Share plans; involve development staff
- Stewardship Meetings/Review Utilization of Funds
- Development Officer as Liaison/Development Officer Coach

### Campaign Priorities

Grow out of institutional plans and priorities / **“All programs are important but not all can be featured as campaign priorities”** / Must be feasible and attractive to potential donors