Ice Breaker Exercise (each table shares a brief example)
- Critical success factors/best practices
- Biggest hurdles to fund-raising at their institution (examples)

Maximizing Alumni Relations & External Engagement
- Understanding the Nature of External Relationships (alumni, corporate)
- Best models of alumni engagement (what works and what doesn’t)
- Best Models of corporate engagement
- How to make sure engagement is “institution centric” not “person centric

Break

Art and Science of Development
- Table Exercise
  - Share an example from your institution and explore methods from section above

Transformational Gifts
- Table Exercise
  - Building the case
  - Identification Phase
  - The proposal
  - The Visit
  - The Ask
  - Expressing Gratitude

Workshop Wrap-Up