

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