
Sustainably Sourcing Big Ideas: The Donor Investor Imperative Part Two

Translating Insight Into Action

A Discussion/Self-Reflection Guide to Speed Best Practice Adoption

Instructions:

Use the following discussion/self-reflection guide and related implementation tool at the conclusion of the webconference to help you prioritize the implementation of the best practices provided based on your institution's goals, available resources, and timeline.

Why Finding Big Ideas Is Hard

1. How do we currently identify priorities for principal gift donors? How well has this worked?
2. In the past, where have we fallen short in proposing principal giving opportunities?

Developing a Process to Capture Big Ideas

1. What lessons can we learn from the big ideas process as a whole, even if we do implement such a process?
2. If we conduct a big ideas process, which campus leaders would need to be involved?
3. What criteria are most important for defining a big idea? What should a big idea not include?
4. How can we most effectively promote a call for big ideas on campus?
5. What makes a good scoring process for big ideas? How do we ensure that it remains transparent?
6. How will we follow-up with faculty participants to build positive working relationships?

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Implementation Guide to Speed Best Practice Adoption

Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's webconference you want to prioritize in the chart below. Use this vision document to assign program responsibility and next steps.

Note:

Even if you do not plan on conducting a campus-wide big ideas process, note which of the steps below could be most useful to source ideas for principal gift donors.

Six Steps to Sustainably Source Big Ideas	Implement Immediately	Possible for Future	Not Applicable	Next Steps
1. Get the right people to buy into the process				
2. Define what is a big idea				
3. Create your RFP				
4. Promote the process				
5. Choose the best ideas				
6. Clarify outcomes and next steps				