
Communicating the Impact of Big Ideas: The Donor Investor Imperative Part Three

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.

Donors Seek Transformative Impact

1. When presenting principal gift opportunities, do we address the giving preferences of current donors (specific initiatives, a clear case for support, measurable results, being the best institution to address the issue)?
2. Are faculty aware of their role in communicating impact? How can we help them do this more effectively?
3. When describing project impact, what do we do best? What can we improve?

Treating Faculty Like Donors

1. How do we currently work with academic partners to learn about their projects and research interests? How can we do this more systematically?
2. Where do our faculty members succeed in telling their stories? Where do they need the most support?
3. Do our academic partners reliably provide project budget estimates upfront? What other quantitative information do we need to make the case to donors?

Making the Case to Donors

1. Where do our donor-facing proposals succeed? What could they do better?
2. What information from academic partners would improve the collateral we create?
3. How can we streamline the proposal creation process so staff members have all of the information they need from stakeholders across campus?

Source: Advancement Forum interviews and analysis.

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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.

Identifying Impact with Academic Partners	Implement Immediately	Possible for Future	Not Applicable	Next Steps
Faculty Discovery Visits				
Donor Investor Translator				
Impact Reporting Worksheet				

Communicating Impact to Donors	Implement Immediately	Possible for Future	Not Applicable	Next Steps
Faculty-Created Project Budgets				
Simplified Pro Forma				
Case Making Webconference				