
Perfecting the Pitch to Appeal to Today's Donors: The Donor Investor Imperative Part Four

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 Credible Connections

1. What opportunities do we provide to allow donors to engage with academic partners? How can we create a greater number of meaningful connections between donors and faculty?
2. How do donors react to our current engagement opportunities? How do academic partners react to engaging with donors?
3. Do faculty members, department chairs, and deans understand their role in the donor cultivation cycle? How can we clarify where they should be contributing to the process?

Providing Practice Opportunities

1. Where do our academic partners excel in speaking with donors? Where do they struggle most?
2. What information do we provide to faculty members before donor visits? How can our preparation be improved to support our academic partners?
3. Do we currently give feedback to academic partners after donor interactions? How can we integrate this into our workflow?

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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.

Developing Donor-Facing Skills	Implement Immediately	Possible for Future	Not Applicable	Next Steps
Storytelling Workshop				
Deans' Councils with a Donor Audience				
Pre-Visit Huddles				
Post-Visit Feedback				
Donor Stewardship and Cultivation Plan				
Tracking Faculty Engagement Data				