LEADERSHIP ACADEMY

PARTNERING WITH UNIVERSITY ADVANCEMENT

MARCH 4, 2022

1. IDENTIFY YOUR PRIORITIES
2. What is your BIG IDEA?
3. What would be the student outcomes if you received this investment?
4. How would the investment be sustained?
5. MY ADVANCEMENT PARTNER
6. POSSIBLE DONORS

List any possible donors that come to mind who may be interested in supporting your cause:

1. PRACTICE THE SOLICITATION
2. Thank the donor for their past giving
3. Present the case for support:
   1. Why this investment is needed:
   2. The impact it will have:
   3. Why this will be meaningful to the donor:
4. Ask for a specific amount of funding over a specific period of time (not more than five years). Be silent and wait for their response.
5. If the donor says, yes, thank them for their gift. If they say no, ask if they issue is the project itself, the amount or the timing.
6. STEWARDSHIP
7. Below, write down ways this gift could be stewarded. How can you thank, recognize, and engage the donor?