

# **Who Does What and When?**

**Steve Higgins  
Fundraising Counsel**



**KETCHUM**

# The Players

- Professional Staff & Counsel
- Deans/Executive Directors
- Volunteers



# The Phases

- Organizational/Planning Phase
- Silent/Nucleus Fund
- Public



# Professional Staff & Counsel (Organizational Phase)

- Assess Internal Resources & Systems
- Create Initial Case for Support
- Conduct a Planning Study or Leadership Assessment
- Begin to Identify your “Top 30”
- Establish Campaign Timetable
- Establish Steering Committee Make-up & Commitment
- Establish Campaign Budget



# Professional Staff & Counsel (Organizational Phase)

- Identify & Enlist Campaign Chairs
- Enlist Prospect Review & Identification Team
- Enlist Cultivation & Awareness Committee
- Establish Solicitation Divisions & Chairs



# Deans & Executive Directors (Organizational Phase)

- Provide Input in Development of the Case
- Be Available.....prior to the ask
- Assist with Leadership Enlistment
- Provide the Vision for the Mission
- Don't make excuses for others



# Volunteers (Organizational Phase)

- Become familiar with the Case
- React to and Embrace the Vision
- Be Willing to Volunteer or Lead
- Assist with Leadership Enlistment
- Become an Enthusiastic Advocate for the Campaign



# Professional Staff & Counsel (Silent Phase)

- Implement all Cultivation & Awareness Programs
  - Top 30
  - 31-100
- Focus on Ongoing Prospect Review & Identification
- Provide Board & Leadership Training



# Professional Staff & Counsel (Silent Phase)

- Create Solicitation Teams, Schedule & Strategy
- Begin to Create Appropriate Campaign Materials
- “Orbit the Hairball”



# Deans & Executive Directors (Silent Phase)

- Master the 2-minute drill
- Set the example
- Focus on the outcome.....not the dollars
- Become active in Cultivation Activities
- Allocate time to the Campaign on your calendar
- Lean on your Board & Volunteers



# Volunteers (Silent Phase)

- Master the 2-minute drill
- Be sensitive to other volunteer's time
- Is this a Top 2 Priority?
- Give an Appropriate & Timely Gift
- Are you in a position of strength?
- Solicit Leadership & Pacesetters



# Professional Staff & Counsel (Public Phase)

- Win the Campaign on Paper
- Launch PR and Education programs
- Announce the Final Goal
- Provide Naming Opportunities



# Deans & Executive Directors (Public Phase)

- Connect Campaign to all other Communication Vehicles
- Smile at all times when discussing the Campaign
- Use the momentum to your advantage.....particularly with alums (dentists)



# Volunteers (Public Phase)

- Host Events & “Natural Gatherings”
- Share your Campaign experience with Others.
- Rally the Troops!
- Solicit the Major & Special Gifts Phases
- Put up the Thermometer!



# Conclusion

- There will be Frustration
- Prepare for the Peaks & Valleys
- Enjoy the Ride
- Focus on the Outcomes
- You are Not Asking For Money.....You are Providing an Opportunity for Others to Change Lives!



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