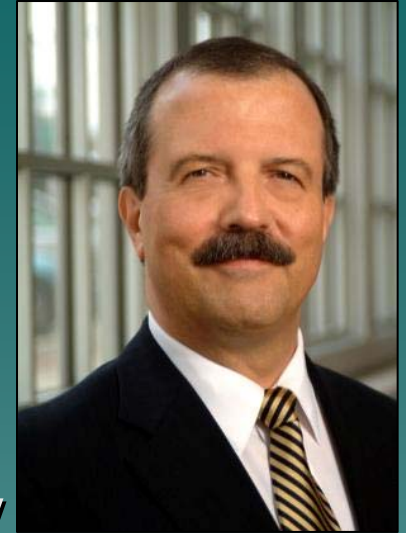


Setting Up Your Dean For Success

Dr. Huw Thomas

Mr. Scott Huffman, CFRE

Presenters



- ◆ Dr. Huw Thomas
 - Dean UAB SOD (5 yrs)
 - Dept. Chair of Pediatric Dentistry
 - ◆ University of Texas (San Antonio-12 yrs)
 - Dental School – Guys Hospital (London)
 - Master's from Rochester University (NY)
 - Ph.D. from University of Connecticut Health Center

Presenters



- ◆ Mr. Scott Huffman
 - Sr. Director of Development (4+ yrs)
 - VP for Advancement
 - ◆ University of West Georgia
 - 20 years in Higher Ed. Advancement
 - ◆ 15 years in Development
 - ◆ B.A. from University of Alabama
 - ◆ MPPA from Mississippi State University
 - ◆ CFRE (10 yrs)

Organization

- ◆ Dean of SOD and Assoc. VP for University Development
 - Senior Director of Development
 - ◆ Major Gifts Officer
 - ◆ Alumni Relations Specialist
 - ◆ Executive Secretary

Support

- ◆ Director of Planned Giving
- ◆ Gift Records
- ◆ Stewardship
- ◆ Donor Research

Dean's office assists with events

Leadership Council

◆ Board

- 34 Alumni
- Advisory board to Dean
- Fundraising board to Sr. Director

Alumni Executive Council

- ◆ 9 state districts
 - Representative
 - Associate Representative
- ◆ Minimal fundraising activities
- ◆ Focused on Alumni Weekend and Alumni Relations

Development Initiatives

- ◆ Annual Fund
 - Fall/Spring mailing, fall phonathon, visits, state funding shortfall
- ◆ Endowments
 - Scholarships, Endowed Programs, Professorships, Chairs
- ◆ Renovations
- ◆ Departmental Initiatives

Reaching Out to Alumni

- ◆ One-on-one
 - Dean, Sr. Director, and Major Gifts Officer travel extensively
- ◆ Travel with the Dean
- ◆ Meet the Dean Receptions and Dinners
 - 8 to 12 per year
- ◆ Large Donor Receptions
 - 5 per year

Reaching Out to Alumni

- ◆ District Meetings
- ◆ Mailings
- ◆ Phonathon
- ◆ Leadership Council Solicitations
- ◆ Departmental/Specialty Meetings

Reaching Out to Alumni

- ◆ Publications
 - UAB Dentistry, Dent Alumni, Brighter Futures
- ◆ Continuing Education
- ◆ Alumni Weekend
 - Events, Reunions, C.E.
- ◆ Sporting Events

How We Do IT

◆ IDENTIFY

- Top 40 prospects list every year

◆ RESEARCH

- UAB Research, Target America search, Internet

◆ VISIT

- Make it personal

How We Do It

- ◆ DEAN
 - Alumni want to interact with the Dean
- ◆ SCHOOL
- ◆ FEEDBACK
- ◆ GIFT
 - Token of appreciation
- ◆ ANNUAL FUND

How We Do It

- ◆ SECOND MEETING
- ◆ REFER CLASSMATES
- ◆ THANK YOU NOTES
- ◆ CALL REPORT

Meet the Dean

Receptions and Dinners

- ◆ Way to set the Dean up for success
- ◆ Find alumni to co-sponsor
 - Financially or otherwise
- ◆ Attendance
 - 10 to 75 people
- ◆ Venue
 - Donor's home, Country Club, dental office, restaurant

Meet the Dean Receptions and Dinners

- ◆ Phone calls to increase attendance
- ◆ Invitations
- ◆ Event Details
 - Food, Attendees
- ◆ Fundraising information displayed
- ◆ Print out profiles of attendees

Meet the Dean Reception and Dinners

- ◆ Gifts for attendees
- ◆ Hosts role
 - Introduce the Dean
 - Sometimes will solicit attendees
- ◆ Dean's Update
 - School, funding, support
- ◆ Follow-up
 - Hand written notes to attendees
 - Flowers or plant to host

Solicitation Strategies

- ◆ Dean and Sr. Director discuss strategy
 - Bring in faculty or others if needed
- ◆ Summarize prior meetings
 - What have we learned
- ◆ Ability to give
- ◆ Project or program of interest

Solicitation Strategies

- ◆ Written proposals
 - Large and planned gifts
- ◆ Who will make the ask
- ◆ Establish objective
- ◆ Making the ask...

Real Life Examples

- ◆ Example A—Hinman Dental Society
- ◆ Example B – Dr. Deuel

