Development Workshop
Iowa State University
Department Chairs and Program Leaders

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Welcome and Introductions
What do we mean by private philanthropy?

Gifts from
- Individuals
- Foundations
- Corporations

Not
- Public funding
- Contracts
You have a lot to offer

Donors want to hear directly from the people who are living the programs.

You have connections you may not even know you have.

You know more about your program than anyone else.

You can identify where gifts can make a difference.

You are going to spend the money.
Why do people give?

To have an impact or make a difference
To demonstrate loyalty or confidence
To honor someone
To receive benefits
To receive recognition
Why *don’t* people give?

To get tax benefits (at least not *just* for this)

Because the solicitor is so charming

Because our brochures are beautiful

Because we deserve it
Language Matters

Terms we don’t use

Hit up
Put the arm on
Squeeze
Pitch
Pass the hat
Beg
The Cycle of Giving

Initial Contact → Understanding and Engagement → Values → Passion → Priorities → Plans → Seeking the Investment

Identification → Additional Information → Show Creativity → Ongoing Care

yes, maybe, no, acknowledge
What can you do?

Identify your constituency.
  Who do you know?
  Who cares?

Learn to talk about your program from a donor’s perspective.

Collaborate with development staff to identify opportunities they can share with donors.

Think creatively about possible relationships.
What must you do?

Talk with development about your ideas and activities.

Don’t make promises you’re not authorized to keep.

Learn, learn, learn.