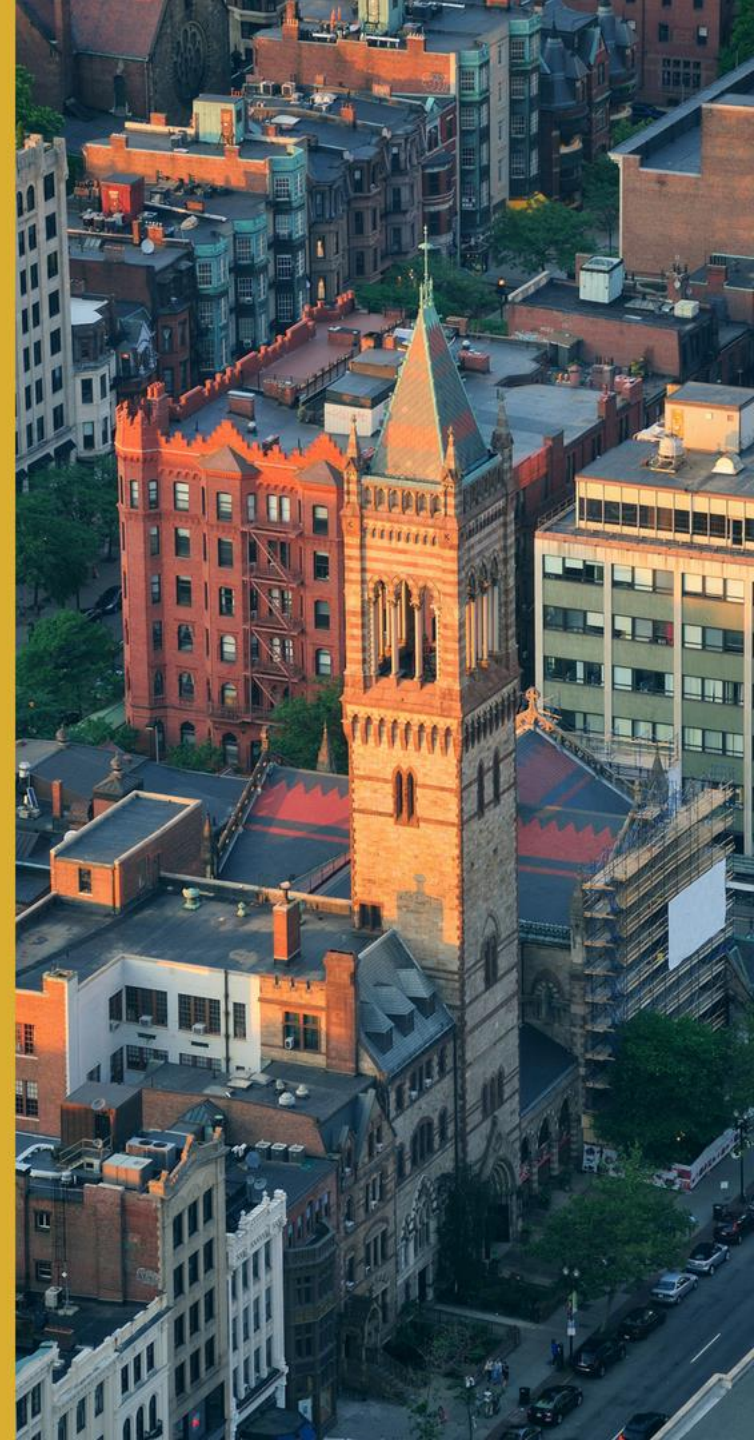


THE RISE OF THE DONOR RELATIONS PROFESSIONAL

SOUTHEAST DONOR RELATIONS CONFERENCE
JUNE 2018





2002

2017



before we were donor relations



87

Stanford University announces the nation's first billion-dollar campaign at an astounding \$1.1 billion dollars. 

28

Before ADRP there was the **New England Stewardship Conference** with records dating back as early as 1990.

The background of the slide is a photograph of a large, multi-story brick building, likely a college or university building, with many windows. The image is overlaid with a semi-transparent yellow filter. In the foreground, there are bare trees and a person walking on a path.

75

**Diana Elvin, Williams College,
Williamstown Massachusetts**
generally acknowledged as having
had the most storied career in the
stewardship profession.

02

U.S. Stock Market Crash(es) in the wake of the dot-com collapse, 9/11, Enron, and the war on terror. 



04

The *Association of Donor Relations Professionals* is officially founded.

05

The Associated Press publishes an analysis of the **47 colleges and universities** that have conducted successful **billion-dollar plus** campaigns. 

05

The **ADRP International Conference** takes the show on the road with the first conference held outside of New England.

06

Cornell, UCLA, UVA each announce comprehensive campaigns aimed at raising more than three-billion dollars. 

09



12 ADRP



the professional's journey

1. ENTRY-LEVEL

e.g. new to the profession, learning, few sole responsibilities, close supervision

2. PRACTITIONER

e.g. competent and/or precocious in the field, manages some programs, moderate supervision

3. LEAD PRACTITIONER

e.g. expertise in the field, leads initiatives, groups, manages small teams, minimal supervision

4. LEADERSHIP

e.g. expert in the field, strong professional competencies, manages teams, drives strategy, embodies vision

the independent contributor

**INDEPENDENT
CONTRIBUTOR A:
ARMY OF ONE**

e.g. individual
responsible for
everything

**INDEPENDENT
CONTRIBUTOR B:
MASTER OF TEAMING**

e.g. individual
responsible for driving
initiatives through
influence and
organization

the professional's path

1. INTERNALLY INSIDE THE DEPARTMENT

e.g. associate director
becomes a director

2. INTERNALLY OUTSIDE THE DEPARTMENT

e.g. writer leaves to assume a
new social media strategist
position in marketing and
communications

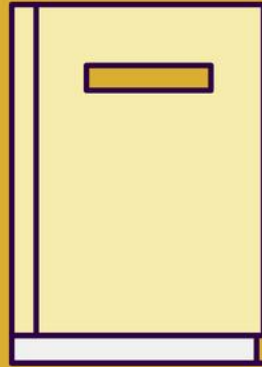
3. EXTERNALLY INSIDE THE PROFESSION

e.g. director of stewardship
leaves to take sr. directorship
of stewardship and events at a
neighboring institution

4. EXTERNALLY OUTSIDE THE PROFESSION

e.g. assistant vice president
leaves to open a furniture store
in Highpoint, North Carolina

getting started



advancement tactics

- Explore the landscape locally or otherwise
- Study job descriptions
- Consider what you are poised to sacrifice
- Pick a direction, or four, or five, or ten
- Choose a mentor, model, or someone to observe
- Develop your brand and market yourself
- Extend yourself as much as possible
- Take the calculated risk

stay in touch.

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