

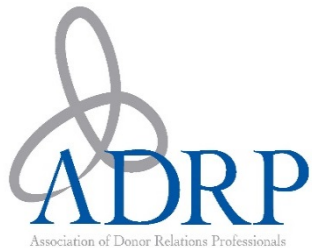
# The Intersection of Leadership Gifts, Prospect Management, and Donor Relations

**Erin Moyer**

Assistant Vice President, Stewardship & Gift and Donor Services, University of Rochester

**Mary Solomons**

Senior Director of Donor Relations and Campaign Events, Skidmore College



# The Intersection of Donor Relations, Leadership Gifts, and Prospect Management

**In this session** we'll discuss how to position your donor relations office to work in partnership with prospect management and leadership gifts to provide a holistic approach. Ensure that donor relations is part of every cycle of donor engagement: identification, cultivation, solicitation, and stewardship.



# DISCLAIMER

**This session is not geared toward newbies**



**This session is for when you have the basics running smoothly.....**



**This session is for managers and more mature programs**



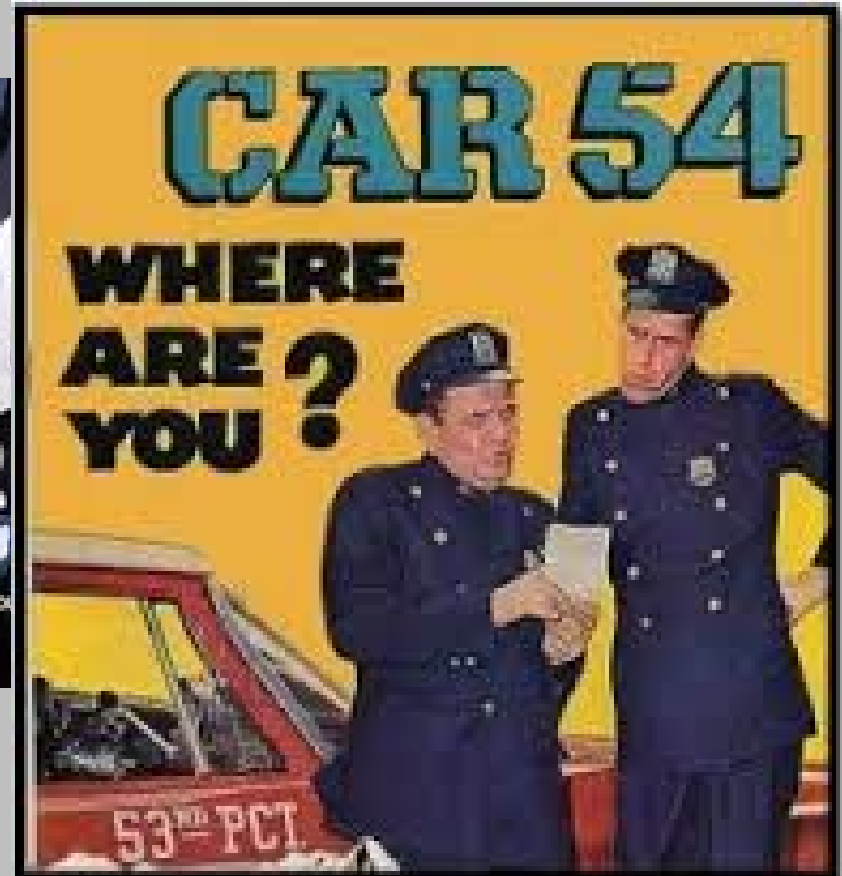
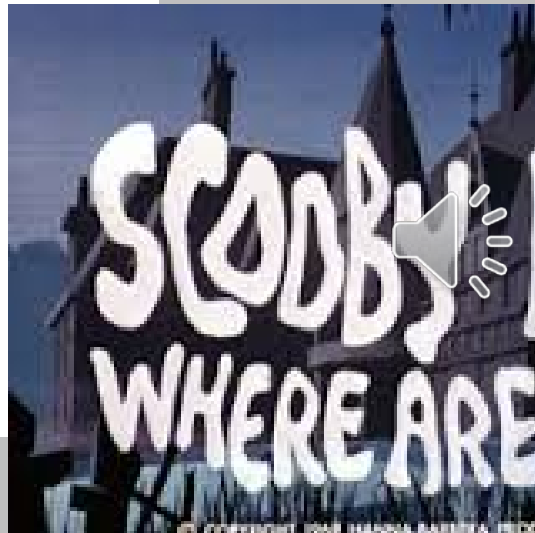
## DISCLAIMER



## Intersection of Donor Relations, Leadership Gifts and Prospect Management



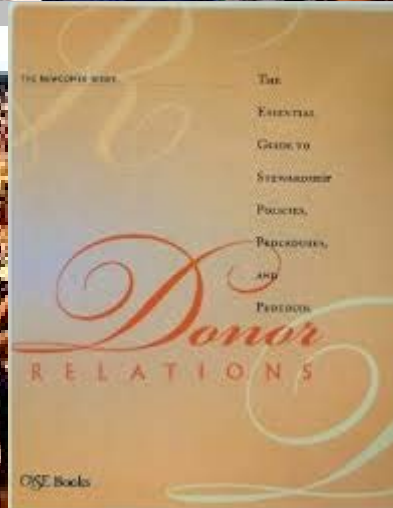
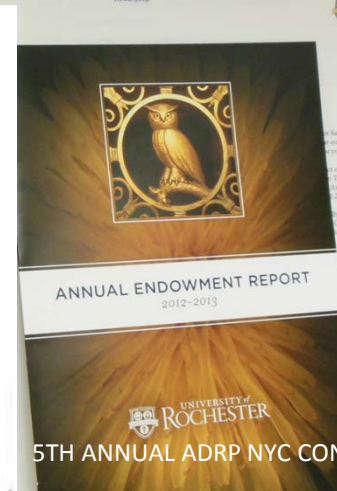
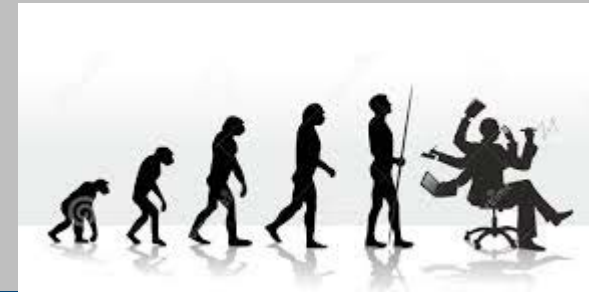
Where are you?





TELL  
ME ABOUT  
YOURSELF

# Evolution of our work

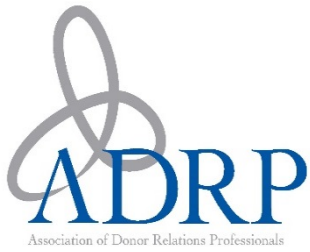




# Evolution of our work







# Donor Cycle

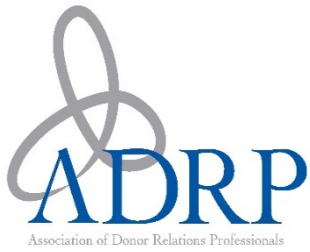
Stewardship

Identification

# Donor Relations

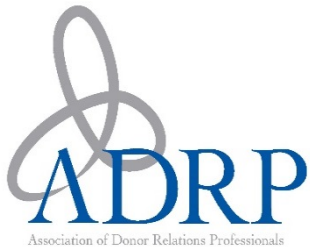
Solicitation

Cultivation



# Donor Relations Cycle





# How should you focus?

- Identification of Donors
  - Know where to focus your time and energy
- Build the relationship
- Make a plan
- Engage and Connect
- Be Mindful of Readiness
- Ask
- Keep it going.....
  - Show IMPACT

	Likely to make another gift	Unlikely to make another gift	
>\$\$\$			Structured Stewardship
< \$\$\$			Adhoc Stewardship

# FUNDRAISERS



What we think they do



What their mom thinks they do



What society thinks they do



What academic colleagues think they do



What they think they do



What they actually do

# DONOR RELATIONS



What fundraisers think we do



What our mom thinks we do



What society thinks we do



What academic colleagues think we do



What we think we do

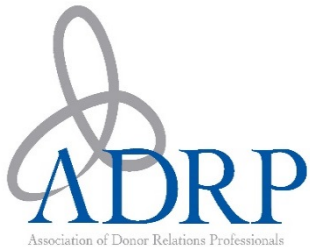


What we actually do



**Let's  
Talk**



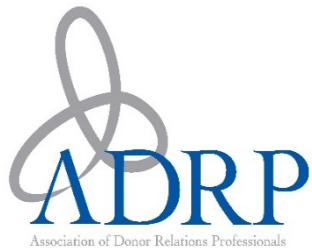


# Keep Informed

- Read itineraries
- Call Reports
- Student Newspaper
- Your website







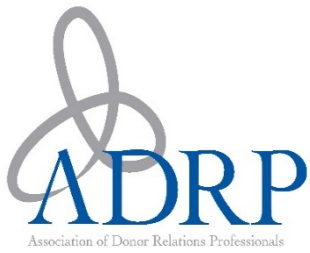
# My Life as a Gift Officer

Relationships with prospects

Leadership/major gift level, not principal gift level

Résumé builder!





## Partnering with Gift Officers

Relationships with prospects

Creating a bridge

Be part of the ask

Be part of the strategy



# Out of the Back Office—On to the Frontline





# Let's Talk.....

