

ADVANCEMENT SERVICES



Track Session III
Sunday, February 27
3:30-4:45 p.m.

Let Me Count the Ways: Keeping Score During and After a Campaign

If fund-raising is about “relationships and metrics,” which metrics are needed to manage the development operations and to report to all stakeholders? The University of British Columbia recently moved from a campaign goal to an annual sustainable goal. What are the challenges and ideas for measuring results in this new environment? Fund-raising reports need to be timely, accurate, and relevant, but what does this mean to fundraisers? How does one decide what to include in reports?

Alan Marchant, Director of Advancement Services, University of British Columbia

Track Session IV
Monday, February 28
10:15-11:30 a.m.

Understanding Both Sides of the Fence

Development offices face many pressures. This session will look at the importance of partnerships and the different roles of development officers and advancement services. Particular attention will be paid to the challenges that each face and to creating more cohesive internal relationships in pursuit of common fund-raising objectives.

John Meyers, Director of Development, Social Science Resource Council

Track Session V
Monday, February 28
1:15-2:30 p.m.

Unlocking the Power Within: A Tale of Two Data Miners

Making sense of massive quantities of data is an increasingly complex task, but the opportunity to unlock the strategic value of our alumni and donor databases has never been greater due to advances in information technology.

Probe the art and science of data mining to craft a prospect-identification system that differentiates your organization’s most valuable prospects. Explore proven tactics for early identification and subsequent approaches to rate and segment prospects by value. Discover the power of leveraging the hidden potential of data to support donor-centric strategies that treat donors as individuals.

Randy Bunney, Director of Research, University of Minnesota Foundation
Josh Burkholz, Associate Consultant for Advancement Services, Bentz Whaley Flessner