

FOR THE FUTURE:
THE CAMPAIGN FOR PENN STATE STUDENTS
College and Campus Chairs' Committee Meetings
The Nittany Lion Inn
Ballroom A/B
Friday, March 28, 2008

3:30-4:00 p.m.

September Campaign Volunteer Summit Discussion (September 4-5)

1. **Review of Draft Itinerary**
2. **Topics Under Consideration**
 - Fundraising at Penn State: The Role of Charitable Giving at Penn State
 - Building Relationships
 - Volunteer Roles and Responsibilities
 - Campaign Messages
 - The Language of Development
 - Endowment Basics
 - Asking for Money: Who does the asking and when
3. **Other Topics that should be considered for the Volunteer Summit**
4. **Adjourn**

September Campaign Volunteer Summit Topic Descriptions

Topics Under Consideration and Topic Descriptions

- **Fundraising at Penn State: The Role of Charitable Giving at Penn State**
An overview of the University's development operation, including the functions of our central offices and how they relate to the work of our college and campus units and campaign committees
- **Building Relationships:**
Approaches for identifying potential donors and matching our prospects with the philanthropic opportunities that will be meaningful for them and for Penn State
- **Volunteer Roles and Responsibilities:**
A review of the University's expectations of fundraising volunteers as well as the support and resources that volunteers can expect from unit staff and central development
- **Campaign Messages:**
Strategies for communication *For the Future* themes and objectives and connecting the University-wide messages with the needs of individual units
- **The Language of Development:**
A guide to the most commonly used fundraising terms, such as "receipts," "commitments," "trusts," and other words and phrases that have specific meanings in the development context
- **Endowment Basics:**
An overview of endowed gift structures and Penn State's management of endowed funds
- **Asking for Money: Who does the asking and when:**
Strategies for soliciting support, including the important face-to-face solicitation and the use of formal proposals