

Ways You Can Help:

The Volunteer's Role in Fundraising

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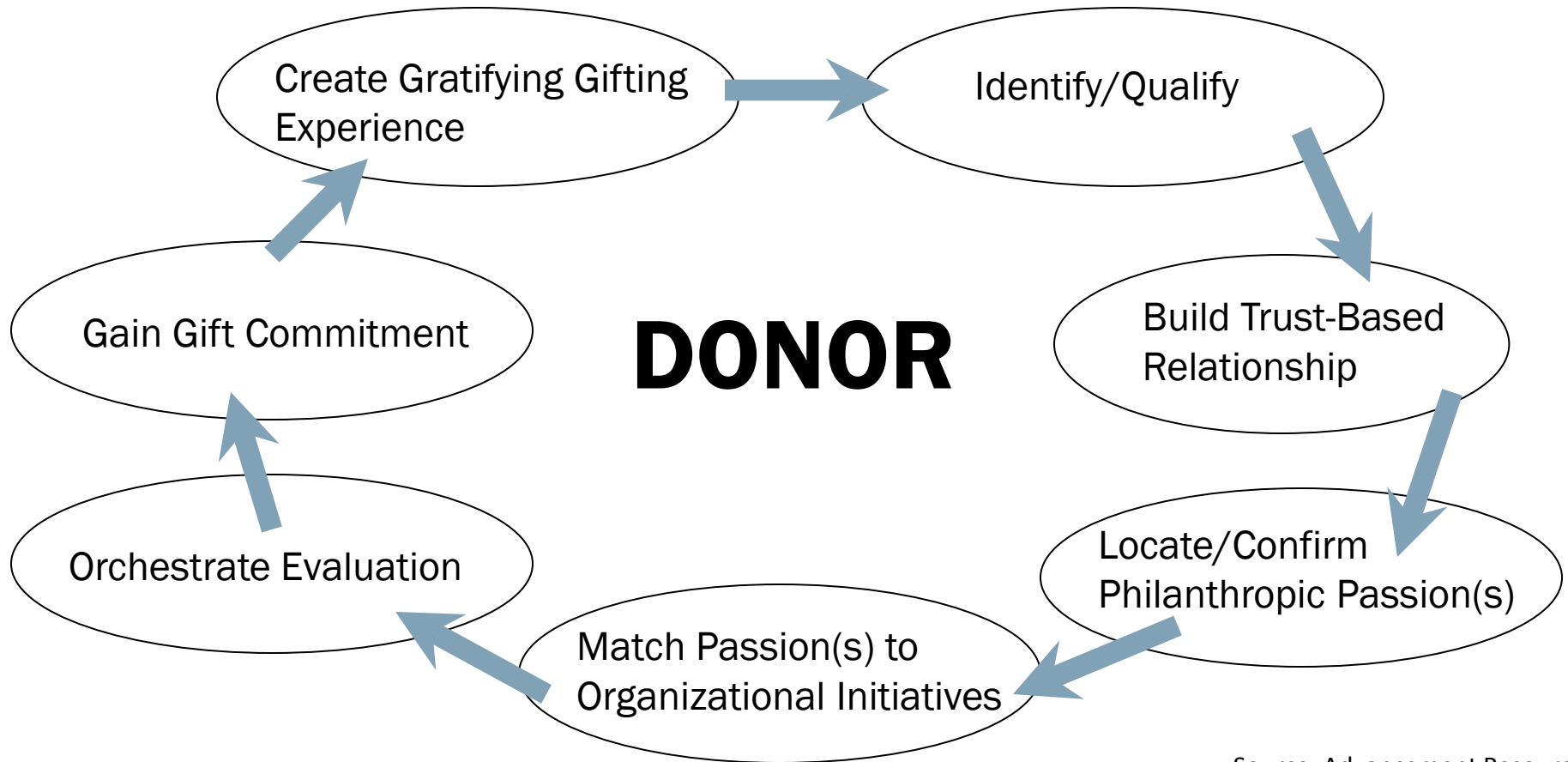
Campaign All Volunteer Summit
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For the future
THE CAMPAIGN FOR PENN STATE STUDENTS



Process for Facilitating Donor Development



Source: Advancement Resources

The Volunteer's Role in Fundraising

1. Providing leadership in philanthropy

- Sets an example, inspires other donors
- Personal philanthropy is important
- Given in proportion to wealth: \$25 million, but also \$50,000
- Public announcements and celebration

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2. Offering personal credibility

- Your accomplishments and position in life lend prestige
- Making testimonials
- How to solicit a Nobel Laureate

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3. Identifying prospects

- Be a talent scout – review lists, read newspapers, consider your professional social networks
- Penn State – “always on my mind”
- A baseball cap worth \$500,000

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4. Gaining access, building relationships, discovering passion
 - Your Rolodex is different than ours
 - You may be less threatening to and more effective with a prospect
 - Fundraising is all about engagement

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5. Assisting with solicitations

- Strategizing on the proposal
- Setting up the appointment
- Going on the call and telling your story
- Following up to encourage a positive response
- Thanking after the gift is made

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6. Serving as a spokesperson

- Understanding the case for support
- Knowing the key messages
- Developing the elevator speech

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7. Being our institutional memory

- Staff all come and go – presidents, VPs, deans
- The single constant: alumni and donors
- It may be nostalgia to you, but it is important background information to us

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8. Providing feedback and reaction

- To draft proposals
- To prospect strategies
- To key messages
- To faculty presentations
- To committee meetings

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9. Committing time

- Taking on one or two individual tasks at a time
- Attending meetings
- Hosting an event
- Bringing a prospect to campus

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10. Offering loving critiques

- Building meeting agendas
- Assessing presentations
- Speaking in *your* terms
- Remembering the customer

A Bill of Rights for Volunteer Leaders

- The right of full disclosure – briefings on the challenge at hand, including hurdles, opportunities, resources
- The right to professional staffing – timely, comprehensive, honest
- The right to an assignment commensurate with abilities and comfort zone
- The right to express an opinion and have it considered seriously
- The right to appropriate recognition for a job well done