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Titolo	Fundraising Principles for Faculty and Academic Leaders // by Aaron Conley, Genevieve G. Shaker
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Descrizione fisica	1 online resource (253 pages) : illustrations
Collana	Philanthropy and Education, , 2946-2401
Disciplina	378.106
Soggetti	Education, Higher School management and organization School administration Nonprofit organizations Education Higher Education Organization and Leadership Non-Profit Organizations and Public Enterprises
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Fundraising for Academicians -- 2. Historical Perspectives on Academic Fundraising -- 3. Language Matters -- 4. Tenets of Operational Effectiveness -- 5. Understanding Donor Motivation -- 6. Applying the Identification Model -- 7. Engaging Potential Donors -- 8. Narrow Your Universe -- 9. The Annual Development Plan -- 10. Engaging Partners -- 11. Align Your Strategic Plan -- 12. Campaigns -- 13. Measuring Impact. - 14. Losing Oneself in a Great Cause -- 15. Don't Fear Fundraising.
Sommario/riassunto	This book includes evidence-based insights and recommendations to help academicians excel in raising philanthropic support for their institutions and units. The book provides historical and contemporary perspectives on core concepts and data, research revealing donors' giving motivations, engagement strategies and tactics for academic units, and guidance on management challenges including strategic

plans, campaigns, and measuring performance. The authors include case studies in each section as examples of successful fundraising and volunteer-driven initiatives. The final section, contributed by Dean David D. Perlmutter, reinforces the book's many practical and theoretical approaches to the fundamental responsibilities academic leaders face in raising philanthropic support. This book is grounded in the growing academic literature on philanthropy and written by scholars who were successful higher education fundraisers.
