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Nota di contenuto	Chapter 1. "We're Number R1!" The Public Regional University Quest for Research University Status and its Impact on Fundraising -- Chapter 2. Capital Campaigns at Public Regional Universities -- Chapter 3. Athletic Fundraising at an NCAA Public Regional Institutions -- Chapter 4. Advancement and Fundraising to Engage Public Regional Liberal Arts College Alumni and Donors -- Chapter 5. Mission-converged Philanthropy: Raising Money for Emergency Student Needs -- Chapter 6. Major Gift Fundraising at Public HBCUs -- Chapter 7. How Much Does a Dollar Cost?: Annual Giving, Alumni Relations, Advancement Services in Lean Management Scenarios -- Chapter 8. What's Next? Collaboration and Shared Resources across the University Advancement Landscape.
Sommario/riassunto	This book examines fundraising engagement and the university advancement and development professionals who make it happen at public regional universities in the United States. These institutions are disproportionately under-resourced by state and federal subsidies, and

private fundraising has become increasingly relied upon by students attending these institutions while the actual fundraising departments remain understaffed, overworked, and struggling to capture the imaginations of private donors and corporate and family foundations. The book focuses on how advancement professionals at these institutions across the nation have overcome the aforementioned challenges to attain support for their universities unchanging missions in these ever-changing times—to educate a critical mass of United States' future citizens, workforce, and leaders while providing a socioeconomic ladder to its most vulnerable students. William J. Broussard is Vice Chancellor of University Advancement at the University of Wisconsin-Stevens Point, USA. He has authored over 150 book chapters, essays, articles, and reviews and served as an award-winning fundraising and intercollegiate athletics executive and professor of English, literature, and journalism for 24 years. .
