

Maximizing Executive Impact: Fundraising Excellence at HBCUs

<p>Intended Audience: Executive Professionals</p>	<p>Education Points/Hours: 6 CFRE</p>	<p>Duration: 1 Day, In-Person</p>
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Course Description:

In today's ever-changing world, it is key for HBCU executives to address fundraising strategically. This program is explicitly designed for HBCU executives interested in building a culture of philanthropy at their institution by aligning the strategic plan and the advancement plan, communicating their institution's unique value proposition, determining effective strategies for engaging high-impact donors, and building relationships and trust with alumni. This course will be delivered as a roundtable that includes brief lectures, interactive peer discussions, and a culminating case study.

Course Topics:

- Building a Culture of Philanthropy
- Aligning the Strategic Plan and the Advancement Plan
- Communicating Your Institution's Unique Value Proposition
- Determining Effective Strategies for Engaging Alumni
- Engaging High-Impact Donors