

# UNIVERSITY of NEW HAMPSHIRE

## *Excellence in Outreach Scholarship*

### *Outreach Scholars Academy*

#### Workshop #4 Engagement and Philanthropy

Audience: Class of 12

Duration: 5 1/2 hours

Equipment needed: Projector for PPT presentations, flip chart, markers

Handouts:

- Handout – Luncheon Discussion Topics
- PPT presentations
  - Philanthropy and the Engaged Campus
  - Foundation Overview
  - Campus Example of Engaged Philanthropy

Objectives

- To learn about the role and goals of the Campus Foundation (campus fund-raising entity)
- To examine how opportunities for institutional capacity building can be developed through university community engagement
- To provide “nuts and bolts” strategies that faculty can use to access the Foundation

<b>Workshop Component</b>	<b>Time</b>	<b>Method</b>
<b>Introductions</b>	<b>5 min</b>	Local outreach director
<b>Presentation One:</b> <i>Foundation Overview</i> Foundation President or Leader of campus advancement	<b>1/2 hour</b>	An overview of the local campus Foundation and the future vision of advancement
<b>Presentation Two:</b> <i>Philanthropy and the Engaged Campus</i> Presenter	<b>1 1/2 hour</b>	Presenter PPT and group discussion time

*A Community Engaged University  
The Carnegie Foundation for the Advancement of Teaching*

		Overview of research on university community engagement and institutional capacity building.
<b>Invited Guests Arrive</b> <i>Foundation Officers</i> Invite gift officers from campus Foundation to have lunch and discussion with Academy participants	<b>15 min</b>	Briefly recaps presentation; asks for report-outs from the tables after lunch
<b>Working Lunch</b> <i>Understanding the demands and challenges of others' worlds</i>	<b>1 hour</b>	Small group discussion between faculty and invited foundation members.
<b>Re-Cap of Lunch Discussions</b>	<b>45 minutes</b>	One member from each table to report out to rest of the group what their table discussed.
<b>Presentation Three:</b> <b>Campus Example of Engaged Philanthropy</b> (optional)	<b>30 minutes</b>	Highlight a successful engagement initiative that attracts donation(s) on campus
<b>Discussion:</b> <i>Moving Forward from Today's Workshop - Discussion</i>	<b>45 min</b>	Presenter  Discussion and wrap-up focusing on how to begin to move on the ideas discussed in today's workshop.

# UNIVERSITY of NEW HAMPSHIRE

## *Excellence in Outreach Scholarship*

### *Outreach Scholars Academy*

#### Workshop #4 Engagement and Philanthropy

#### **Luncheon Discussion Topics**

#### **Outreach Scholars:**

Please share some of your experiences or perceptions about working with campus fundraisers and/or donors to support your work. What inhibits or motivates you to get involved with fundraising?

What projects are you working on that most excite you? What ‘public good’ themes does your work address? (e.g., cultural enrichment, environmental stewardship, etc. from presentation)

Discuss some concrete ideas about how donors could contribute both intellectually and financially to your work. How might your work be positioned to attract donors who seek to “build communities, not institutions” as discussed in the presentation?

#### **Fundraisers:**

Please share some examples about how faculty have helped you succeed in raising private support for the university. What are the opportunities/barriers to working with faculty on fundraising projects? How could faculty be more helpful in such efforts?

From your experience, what is most important in the process of cultivating gift support for this university? What do donors care about the most?

At present, how are gift ideas determined? To what extent are campus fundraising strategies responsive to donors’ interest in “building communities, not institutions” as discussed in the presentation? What might be done differently?