



# Advancement Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

## Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.

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## Academic Fundraising

1. Building a Custom Corporate Training Plan
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Engaging Faculty to Improve Corporate Relations
4. Fundraising and Sexual Harassment: Documenting Effective Procedures
5. Fundraising for New Department Chairs
6. Increasing Board Engagement in Fundraising
7. Increasing Faculty Engagement in Advancement
8. Key Tenets for Advancement Writing
9. Partner with Faculty to Maximize Private Funding Opportunities
10. Practicing the Advancement Writing Key Tenets
11. Writing Workshop for Advancement Professionals

## Advancement Services and Operations

1. A Practical Approach to Fundraising Ethics
2. Accurately Reporting for the CASE Campaign and VSE Surveys
3. Advancement 101: A Six-Part Series
4. Advancement FASB Fund Accounting and Reporting
5. AI Pro Chats – Improving Front and Back Office Relations
6. Auditing to Ensure Institutional Compliance
7. Capacity Modeling
8. Creating Customized Impact Reports
9. Daily, Weekly, and Monthly Strategies to Better Manage Your Portfolio
10. Developing Gift Acceptance Policies
11. Developing Institutional Naming Plans and Policies
12. Developing Your Impact Reporting Strategy
13. Effective Gift Agreements: Documenting Donor Intent
14. Engagement Modeling
15. Essential Reports for Donor Relations
16. FERPA for Advancement: Train Your Whole Shop
17. Gift Definitions and Receipting
18. Gift Processing and Stewardship
19. Habits of Highly Effective Higher-Ed Professionals
20. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
21. Implementing an Alumni Engagement Scoring Model
22. Implementing Engagement and Capacity Models
23. Introduction to Advancement Services
24. Introduction to Alumni Relations
25. Introduction to Annual Giving
26. Introduction to Donor Relations

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27. Introduction to Major Gifts
28. Introduction to Planned Giving
29. Leveraging Metrics to Improve Advancement Events
30. The Naming Opportunities Plan and Donor Stewardship
31. Non-Cash Gifts and Acceptance Considerations
32. PCI DSS Compliance in Advancement: Update for 3.2
33. Performance Metrics for Prospect Research and Management Staff
34. Planning and Executing
35. Predictive Modeling 101 for Advancement Professionals
36. Prospecting Using Social Media
37. Recruiting and Retaining a Talented Advancement Team
38. Rethinking Donor Recognition Programs
39. Student Affairs Fundraising: Building a Sustainable Structure
40. Tools for Increasing Fundraising Effectiveness and Efficiency
41. Training for Advancement: Assess Your Data Integrity and Establish Data Cleaning Priorities
42. Using Donor Feedback to Improve Giving
43. U.S. News: Accurately Calculating and Reporting Your Alumni Participation Numbers

## Alumni Relations

1. A Multi-Channel Approach to Young Alumni Giving Communications
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. Advancement 101: A Six-Part Series
4. Affinity-Based Programming and Giving
5. Alumni Affinity Groups: How One University Formed a Highly Successful Organization
6. Alumni Career Services: Developing an Online Programming Series
7. Alumni Relations and Advancement Innovators: University of Notre Dame
8. Alumni Surveys: Designing, Deploying, and Analyzing Responses
9. An Introduction to Advancement Event Protocol and Etiquette
10. Building a Comprehensive Alumni Awards Program
11. Building an Alumni Career Services Program in Advancement
12. Capital Campaigns: Integrating Student Involvement
13. Commencement: Engaging Students as Future Alumni
14. Creating a Meaningful Volunteer Experience
15. Cultivating a Team of Student Development Officers
16. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
17. Developing an In-Depth Alumni Mentoring Program
18. Developing Successful Student Philanthropy Events
19. Diversity and Inclusion Engagement Strategies for Alumni and Donors
20. Effective Student Foundations and Student Alumni Associations
21. Effective Volunteer Management
22. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach

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23. Facebook for Donor and Alumni Engagement
24. Fundraising and Sexual Harassment: Documenting Effective Procedures
25. Global Considerations for a Modern Campaign
26. How to Develop Programming that Re-Engages Underrepresented Alumni
27. Implementing an Alumni Engagement Scoring Model
28. Increasing Board Engagement in Fundraising
29. Instagram for Donor and Alumni Engagement
30. Integrating Effective Mentorship into the Fabric of Your Campus Culture
31. Introduction to Advancement Services
32. Introduction to Alumni Relations
33. Introduction to Annual Giving
34. Introduction to Donor Relations
35. Introduction to Major Gifts
36. Introduction to Planned Giving
37. Key Tenets for Advancement Writing
38. LinkedIn for Donor and Alumni Engagement
39. Measuring and Evaluating Your Alumni Relations Programs
40. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
41. Partnering Giving and Alumni Relations to Better Align Efforts
42. Planning an Alumni-Centered Reunion
43. Practicing the Advancement Writing Key Tenets
44. Reunion Volunteer Management and Giving Structures
45. Revitalizing Your Student Foundation Program
46. Snapchat for Donor and Alumni Engagement
47. Starting a Corporate Alumni Chapter Program
48. Strategically Managing Alumni Chapters
49. Strategies to Improve International Alumni Engagement
50. Strategies to Improve the Effectiveness of Your Volunteer Program
51. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
52. Successful Young Alumni Programming
53. Transition Programming: From Student to Alumni Professional
54. Twitter for Donor and Alumni Engagement
55. Using a Volunteer Framework to Increase Faculty Involvement with Alumni Engagement
56. Using Social Media Creatively to Increase Donor and Alumni Engagement
57. Using the Net Promoter® System in Alumni Relations
58. What if an Alum Generated \$200,000 for Your Institution, Without Writing a Check?
59. Writing Workshop for Advancement Professionals
60. Youtube for Donor and Alumni Engagement

## Annual Giving

1. A Multi-Channel Approach to Young Alumni Giving Communications

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2. Advancement 101: A Six-Part Series
3. Affinity-Based Programming and Giving
4. Analyzing Your Data
5. Annual Giving Solicitations in Higher Ed: A Collection of Samples to Inspire Your Next Appeal
6. Annual Giving: Integrating Email with Your Overall Strategy
7. Athletics Fundraising: Direct Mail Strategy
8. Auditing Your Annual Giving Operations
9. Branding and Marketing Your Leadership Annual Giving Program
10. Building the Infrastructure for a Culture of Philanthropy in the Digital World
11. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
12. Creating a Meaningful Volunteer Experience
13. Creating Giving Circles to Increase Annual Giving
14. Cultivating a Team of Student Development Officers
15. Data Analysis and Segmentation
16. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
17. Developing Successful Student Philanthropy Events
18. Developing Your Parent Giving Strategy
19. Direct Mail: Back to Basics
20. Diversity and Inclusion Engagement Strategies for Alumni and Donors
21. Effective Student Foundations and Student Alumni Associations
22. Effective Volunteer Management
23. Elevating Your Parent Giving Program
24. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
25. Facebook for Donor and Alumni Engagement
26. Fundraising and Sexual Harassment: Documenting Effective Procedures
27. Gift Processing and Stewardship
28. Hiring and Training Student Callers
29. Identifying and Applying Metrics that Matter in Annual Giving
30. Instagram for Donor and Alumni Engagement
31. Integrating Annual Giving into Campaigns
32. Integrating Social Media with Traditional Solicitation Channels
33. Introduction to Advancement Services
34. Introduction to Alumni Relations
35. Introduction to Annual Giving
36. Introduction to Donor Relations
37. Introduction to Major Gifts
38. Introduction to Planned Giving
39. Key Tenets for Advancement Writing
40. Launching a Crowdfunding Initiative
41. LinkedIn for Donor and Alumni Engagement
42. Making the Case for a Data-Driven Strategy

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43. Managing Annual Fund Volunteers
44. Measuring and Evaluating Your Annual Giving Staff
45. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
46. The Naming Opportunities Plan and Donor Stewardship
47. Ongoing Phonathon Management and Fulfillment
48. Optimizing Your Online Giving Site
49. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
50. Partnering Giving and Alumni Relations to Better Align Efforts
51. Planning and Executing
52. Practicing the Advancement Writing Key Tenets
53. Recurring Gifts: Strategies to Grow Your Program
54. Rethinking Faculty and Staff Giving
55. Revitalizing Your Student Foundation Program
56. Running a Meaningful Senior Campaign
57. Scripting
58. Segmenting Your Populations
59. Snapchat for Donor and Alumni Engagement
60. Stewarding Your Annual Donors
61. Strategies to Improve the Effectiveness of Your Volunteer Program
62. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
63. Student Affairs Fundraising: Building a Sustainable Structure
64. Successful Young Alumni Programming
65. Twitter for Donor and Alumni Engagement
66. Using Social Media Creatively to Increase Donor and Alumni Engagement
67. Using Surveys to Gather Additional Data
68. Why Donors Give: It's Not What You Think
69. Writing Workshop for Advancement Professionals
70. Youtube for Donor and Alumni Engagement

## Corporate and Foundation Relations

1. Corporate Stewardship: Demonstrating ROI
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Developing a Collaborative Metrics Structure for Stronger Corporate Engagement
4. Engaging Faculty to Improve Corporate Relations
5. Establishing a Revenue-Generating Corporate Engagement Program
6. Fundraising and Sexual Harassment: Documenting Effective Procedures
7. Key Tenets for Advancement Writing
8. Measuring and Evaluating Corporate and Foundation Relations Staff
9. Partner with Faculty to Maximize Private Funding Opportunities
10. Practicing the Advancement Writing Key Tenets

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11. Proven Approaches to Building Corporate Engagement
12. Starting a Corporate Alumni Chapter Program
13. Using a Council to Establish a Holistic Corporate Engagement Strategy
14. Writing Workshop for Advancement Professionals

## Donor Relations

1. Advancement 101: A Six-Part Series
2. AI PRO Chats: 3 Unique Donor Relations Tactics
3. An Introduction to Advancement Event Protocol and Etiquette
4. Corporate Stewardship: Demonstrating ROI
5. Creating Customized Impact Reports
6. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
7. Developing Institutional Naming Plans and Policies
8. Donor Appreciation: Leveraging Existing Events
9. Donor Relations: Demonstrating ROI
10. Effective Gift Agreements: Documenting Donor Intent
11. Essential Reports for Donor Relations
12. Family Giving: Cultivating the Next Generation of Wealth
13. Fundraising and Sexual Harassment: Documenting Effective Procedures
14. Fundraising Essentials: Donor Relations for Frontline Fundraiser
15. How Donor Relations Can Improve Donor Retention
16. Introduction to Advancement Services
17. Introduction to Alumni Relations
18. Introduction to Annual Giving
19. Introduction to Donor Relations
20. Introduction to Major Gifts
21. Introduction to Planned Giving
22. Key Tenets for Advancement Writing
23. Leveraging Metrics to Improve Advancement Events
24. Practicing the Advancement Writing Key Tenets
25. Rethinking Donor Recognition Programs
26. Small Events for Donor Cultivation
27. Stewarding Your Annual Donors
28. Stewarding Your Scholarship Donors: A Practical Approach
29. Stewardship Events and Donor Engagement
30. Strategic Communications and Impact Reporting
31. Strategic Partnerships with Donor Relations and Athletics
32. Strategic Stewardship for Major and Principal Donors
33. Using Donor Feedback to Improve Giving
34. Writing Workshop for Advancement Professionals

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## Major and Planned Giving

1. A Practical Approach to Fundraising Ethics
2. A Practical Approach to Growing Your Planned Giving Program
3. Adapting Non-Profit Strategies for Higher Ed Fundraising Success
4. Advancement 101: A Six-Part Series
5. Advancement Events: Effectively Closing a Campaign
6. Advancement Events: Effectively Launching a Campaign
7. AI Pro Chats – Improving Front and Back Office Relations
8. Blended Gifts: Strategies to Increase Your Fundraising Success
9. Building Fundraising Partnerships with Athletic Directors
10. Capacity Modeling
11. Capital Campaigns: Integrating Student Involvement
12. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
13. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
14. Donor Conversations: What's Often Missing (and Needn't Be)
15. Effectively Onboard Major Gift Officers with a 90-Day Plan
16. Engagement Modeling
17. Engaging Leadership Volunteers for Fundraising Success
18. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
19. Family Giving: Cultivating the Next Generation of Wealth
20. Five Key Components of a Successful Intrusive Advising Process
21. Fundraising and Sexual Harassment: Documenting Effective Procedures
22. Fundraising Essentials: Advancing Your Career for Underrepresented Professionals
23. Fundraising Essentials: Donor Relations for Frontline Fundraiser
24. Fundraising Essentials: Making the Cold Call
25. Fundraising Essentials: Perfecting Moves Management
26. Fundraising Essentials: Successful Donor Visits
27. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
28. Fundraising for Law Schools
29. Global Considerations for a Modern Campaign
30. Hiring Non-Traditional Candidates for Your MGO Team: Navigating the Opportunity and the Risk
31. Implementing Engagement and Capacity Models
32. Increasing Board Engagement in Fundraising
33. Integrating Annual Giving into Campaigns
34. Introducing Blended Gifts to Donor Conversations
35. Introduction to Advancement Services
36. Introduction to Alumni Relations
37. Introduction to Annual Giving
38. Introduction to Donor Relations
39. Introduction to Major Gifts

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40. Introduction to Planned Giving
41. Key Tenets for Advancement Writing
42. Managing Your Portfolio for Greater Fundraising Success
43. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
44. Marketing Your Planned Giving Program
45. Measuring and Evaluating Your Planned Giving Program
46. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
47. Planned Giving Vehicles
48. Planned Giving: Using Student Callers
49. Planning and Managing Project-Based Fundraising
50. Practicing the Advancement Writing Key Tenets
51. Recruiting and Retaining a Talented Advancement Team
52. Recruiting the Right Major Gift Officers
53. Regional Advancement Strategy: Investing in a Physical Presence
54. Retaining Your Major Gift Officers – From Day One
55. Small Events for Donor Cultivation
56. Soliciting Endowment Support
57. Stewardship Events and Donor Engagement
58. Strategic Communications and Impact Reporting
59. Strategic Stewardship for Major and Principal Donors
60. Tactics for Successful Donor Discovery and Qualification
61. Tools for Increasing Fundraising Effectiveness and Efficiency
62. Transitioning Leadership Annual Donors to Major Donors
63. Why Fundraisers Need to Be Excellent Beat Reporters
64. Working with a Donor's Financial Planner
65. Writing Workshop for Advancement Professionals

## Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. Annual Giving: Integrating Email with Your Overall Strategy
4. Athletics Fundraising: Direct Mail Strategy
5. Branding and Marketing Your Leadership Annual Giving Program
6. Branding Your Career Services Department
7. Building the Infrastructure for a Culture of Philanthropy in the Digital World
8. Campaign Communications: Clearly Communicating Objectives and Impact
9. Connecting Central Marketing and Advancement Teams: An Innovative Approach
10. Create Inspiring Campaign Communications
11. Creating a Framework for Proactive Issues Management
12. Developing Personas in Higher Ed Marketing

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13. Developing Presidential Voice: Toolkit for Marketing and Communications
14. Effectively Implementing Your Social Media Policy
15. Ensuring Successful Outcomes with Marketing Consultants
16. Facebook for Donor and Alumni Engagement
17. Five Steps for Sub-Branding in Higher Education
18. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
19. How to Write an Effective Op-Ed in Higher Education
20. Implementing Your Social Media and Branding Guidelines
21. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
22. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
23. Instagram for Donor and Alumni Engagement
24. Integrating Social Media with Traditional Solicitation Channels
25. Key Tenets for Advancement Writing
26. Launching a Branding Initiative
27. Leading with Social First: A Innovative Approach to Content Creation
28. LinkedIn for Donor and Alumni Engagement
29. Managing Higher Education Social Media Challenges
30. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
31. Marketing Your Planned Giving Program
32. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
33. Optimizing Your Online Giving Site
34. Partnering Advancement and Communications to Enhance Your Institution's Brand
35. Practicing the Advancement Writing Key Tenets
36. Prospecting Using Social Media
37. SEO Primer for Higher Ed Marketing
38. Snapchat for Donor and Alumni Engagement
39. Social Media in Student Recruitment: Emerging Channels and Metrics
40. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
41. Staffing and Structuring a Successful Marketing Communications Department
42. Strategizing for Social Media in Advancement
43. Tactics to Increase the Visibility of Your Honors Program or College
44. Tools for Creating a Brand Culture at Your Institution
45. Twitter for Donor and Alumni Engagement
46. University Magazines: Maximizing Print and Digital Content
47. Using Market Research to Inform Strategy
48. Using Personas in Higher Ed Marketing
49. Using Social & Digital Data to Inform Marketing Intelligence
50. Using Social Media Creatively to Increase Donor and Alumni Engagement
51. Using Student Storytelling in Higher Ed Marketing
52. Writing Resource Manual
53. Youtube for Donor and Alumni Engagement

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