Texas A&M Pulls in $740-Million
• What is Advancement?
• What is it good for?
• Who does it?
• Where can I get some?
A strategic, integrated, and systematic endeavor to build relationships for the long term benefit of the institution.

- Alumni Relations
- Communications & Marketing
- Fundraising
... impact in the world

- Advocates
- Career Counselors
- Recruiters
- Advisors
- Funders
- Ambassadors
... messages to/from the world

- Interactive, information exchange
- Connecting their needs with our capabilities
- Brand = institutional promise
- Strategic, collective, distinctive
... asking to make a difference in the world

- Building relationship over time
- Aligning donor interests to institutional goals
- Asking
- Thanking (demonstrating the difference)
- Identifying new relationships
WHO DOES IT?

- Academic Leaders & Professional Staff
  - Division of Labor

- Big, small, old and new institutions

- Institutions everywhere around the world
HOW TO GET SOME?

- **FUNDRAISING FUNDAMENTALS**
  On the case Website, [free](#)

- **WEBINARS**
  Courtesy of the Carnegie Corp of NYC, [here](#)

- **EDUCATIONAL ADVANCEMENT IN AFRICA CONFERENCE, 9th ANNUAL**
  Accra, Ghana. 29-3, October, 2013.
Bill and Melinda Gates Foundation

Program for Emerging Agricultural Research Leaders

A grant program for agricultural research that is open for submissions right now and is aimed at African scientists who are affiliated with a university or research institute: "Bill Gates: agricultural productivity is key to reducing world poverty," AG web (May 9, 2013).

National Agricultural Alumni and Development Association

NAADA, Founded in 1976, is an organization of more than 350 professionals from around the US dedicated to serving the 40+ higher education providing enhancement opportunities for advancement professionals in institutions of higher education associated with agricultural sciences and their related programs.
ADVANCEMENT OFFICES AND PROGRAMS FOR AGRICULTURE COLLEGES

- Cornell University, College of Agricultural and Life Sciences
  **Alumni Affairs & Development Office**
  This site includes information for alumni (career resources, alumni events), how to give, and news and announcements.

- Florida Agricultural and Mechanical University
  **Advancement Office**
  The advancement web page includes information about fundraising campaigns (the faculty and staff campaign and the 21st Century Walkway campaign), alumni affairs, industry news and publications, university and advancement headlines, and upcoming events. The web page for the institutionally related foundation also has a number of giving resources.

- North Carolina State University
  **NC Agricultural Foundation**
  This is the advancement/fundraising foundation for the NC State College of Agricultural and Life Sciences. The site includes a fact sheet and board information.
Purdue Agriculture

Agriculture Advancement Office
Includes information on planned giving, the Dean's Club giving society, areas of support, scholarships, and donor and student stories (blank for now but “coming soon”)

University of Missouri, College of Agriculture, Food and Natural Resources

Advancement Office
This site includes information on how to give, a giving society, and the student development board. Also of note, this college has an entire stewardship publication devoted just to donors who give to the agriculture school. The archives are available here: archives to the publication Gratitude. There’s also a link to the College of Agriculture Foundation, which provides a membership brochure and other resources on its web page.
YOUR HOME FOR ADVANCEMENT

WWW.CASE.ORG

Questions?

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