



November 1—6, 2010
Hyatt Regency
Capitol Hill
Washington, DC

**TOPICS IN COMMUNITY COLLEGE FUNDRAISING, GRANT DEVELOPMENT,
ALUMNI DEVELOPMENT, INTEGRATED DEVELOPMENT,
AND ADVANCED TOPICS IN RESOURCE DEVELOPMENT**

*Please use this list to assist you in choosing a topic to present at the upcoming
CRD 44th Annual Conference.*

PRIVATE DONORS/FOUNDATION MANAGEMENT

APPLIED TOPICS

Appealing to different generations of donors
Budgeting and financial management
Cultivation strategies
Effective case statement
Foundation Policies & Procedures
Donor recognition
Endowments
Establishing Benchmarks Internal/External
Ethics
Federal and state compliance
Fundraising in rural communities
Gift acceptance policies
Identifying prospects/prospect research
Internal campaigns
Involving staff & faculty in fundraising
Major gifts campaign
Making the ask
Managing gifts of real estate
Managing volunteers
Measuring your fundraising performance
Naming opportunities
Scholarship management
Special events
Stewardship
The annual campaign
When to hire a consultant
Working with consultants

CAPITAL CAMPAIGNS

Feasibility studies
Counting and reporting gifts
Successful capital campaigns

FOUNDATION BOARDS

Board recruitment; board management
Preparing the board for a campaign

FUNDRAISING BASICS

Basic fundraising model
Principles of fundraising (Intro)

INSTITUTIONAL CULTURE

Evaluating your fundraising readiness
CDO's relationship with President
Organizing your foundation office

INVESTMENT MANAGEMENT

Investment management
Investment Policies
IRS Regulations
Trust management

LEADERSHIP

Facilitation Skills
Leadership Development
Staff Supervision/Management

PLANNED GIVING

Planned giving - all levels
Real estate and planned gifts
Marketing planned giving program

STRATEGIC PLANNING

CDO's role in College Planning
Integrating Foundation & College Plans
Integrating Foundation & Grants Plans

TECHNOLOGY

Fundraising technologies/software
eMarketing & PR as it relates to fundraising
ePhilanthropy

MORE: See next page

PUBLIC FUNDING/GRANTS MANAGEMENT, ADVOCACY & LEGISLATIVE AFFAIRS

GRANTS BASICS

Budget development
Building proposal development teams
Building relationships with foundations
Building relationships with funding agencies
Building relationships with program officers
Evaluation design
Facilitation skills
Proposal planning, developing, and writing
Researching funding opportunities

GRANT EVALUATION

Implementing effective evaluations
Internal vs External Evaluators
Working with Institutional Research Office

GRANTS PARTNERSHIPS

Partnerships and collaborations
K12/Corporations, business, industry
Faith-based & Community orgs
Universities

GRANTS CONSULTANTS

When to hire a consultant
Working with consultants

ETHICS & COMPLIANCE

Creating an IRB for your community college
Ethics in grants management
Federal grant compliance
IRB Overview
Negotiating indirect cost rates
Preparing for an audit

INSTITUTIONAL SUPPORT/CULTURE

Securing institutional commitment
Organizing a grants office
Policies & Procedures
Working with Finance/Accounting
Internal Marketing & Training
Developing an annual agenda
Project Management
Institutionalization of Projects
Involving faculty in the grant process
Internal recognition functions
Fiscal management
The Small Shop

STRATEGIC PLANNING

Aligning institutional/funding priorities
Grant Director's role in College Planning
Integrating grants & foundation plans

SUCCESS with SPECIFIC GRANT PROGRAMS

ARRA
Foundation Partnerships
Title III & Title V

TECHNOLOGY

Grants submission - grants.gov
Technology and grants management

ADVOCACY & LEGISLATIVE AFFAIRS

Federal/State Earmarks/Working with lobbyists
Making the case for support – Capitol Hill
Review of federal funding landscape
Review of legislative initiatives
Working with federal agencies
Working with Congressional representatives

ALUMNI DEVELOPMENT

BASICS

Alumni Boards
Defining an alum
Establishing/staffing an alumni office
Financing your alumni program
Institutional support

FUNDRAISING

Alumni chapters
Annual campaign
Communicating with alumni
Engaging alumni (cultivation)
Phonathons
Reaching alumni outside your service area
Special events
Student alumni programs/Young alumni
Trends in alumni development

STRATEGIC PLANNING

Alumni Board Development
Alumni Directors role in college planning
Integrating with foundation planning

TECHNOLOGY

Address scrubs
Alumni websites
eNewsletters
ePhilanthropy
Managing & updating alumni data

VOLUNTEERS

Engaging soon-to-be alums
Managing volunteers
Recruiting volunteers
Why volunteer?

INTEGRATED DEVELOPMENT

Intro to resource development - advancement vs. resource development vs. fundraising, etc.
Benefits of integration
Best Practices
Model Programs

THE RESOURCE DEVELOPMENT OFFICE

Organizing your development office
Working with your business office
Public relations, marketing and advancement
Strategic planning
Managing staff & responsibilities
Presidents and resource development

THE CHIEF DEVELOPMENT OFFICER

Defining the role
Navigating Campus Politics
Working with consultant

OTHER TOPICS OF INTEREST

CFRE
Entrepreneurship
Leadership development
Regional economic development
Future of community college fundraising
Path to the presidency
Workforce development



G U I D E L I N E S

- Submissions must be received no later than March 18, 2010.
- You may submit multiple presentations for consideration.
- Proposals are reviewed by the conference committee. Selected and non-selected presenters will be notified by CRD office staff by May 6 via email. Be sure to provide your correct email address.
- If your presentation is selected, you will be responsible for contacting the other presenters. Please remind them to register for the Annual Conference.
- Compensation (travel reimbursement and/or speaker fees) is not provided.
- Please note that presenters are responsible for providing 75 copies of all handouts to be used in their session(s). CRD will not cover the cost of printing, photocopying or shipping of presenter handouts.
- Consultants/CRD non-members: Please plan to present along with at least one current CRD member who is employed by a 2-year degree-granting institution.
- Presenters must bring their own laptops—CRD DOES NOT PROVIDE LAPTOPS and cannot support MACs.
- Internet access is not available in meeting spaces

[SUBMIT YOUR CALL FOR PRESENTATION](#)