

Elements of a Successful Development Program

- **Prospective Donors**... alumni, friends, program participants, volunteers, grateful patient families, parents and grandparents, community members, civic and philanthropic leaders
- **A Case for Private Gift Support**... a compelling argument to the donor, tied directly to strategic, mission-critical objectives that matter to them
- **A Culture of Philanthropy**... an institutional commitment to private support as essential (not elective) to achieving its mission, acknowledgement of donors, and programs that attract and facilitate continuous giving (annual gifts) and transformational initiatives
- **Volunteer Leaders**... who are also leadership donors engaged with your institution, facilitating outreach, and helping you to build long-term, strategic relationships with investors
- **Professional Staff**... who are experienced and proactive in building and facilitating donor relationships at every level
- **Leadership**... within the institution; stakeholders who can articulate a compelling vision, enable excellence, build trust, and ensure that each gift will make a difference
- **Sustained Resource Commitment**... to Advancement programs and infrastructure; support for strategic communication, for engagement initiatives and constituency building, and in the professionals who drive the process
- **Time**... to cultivate relationships, educate potential donors, and orchestrate their involvement and continuous investment