

Collaboration Between Advancement and Special Collections: How Does it Help with Donor Relations?

Introductions

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Overview of Webinar

Introductions

Role of Special Collections in Development

Building a Relationship with Your Development Officer

Understanding Development Professions

Understanding Development Terms

How Can Your Development Officer Help You?

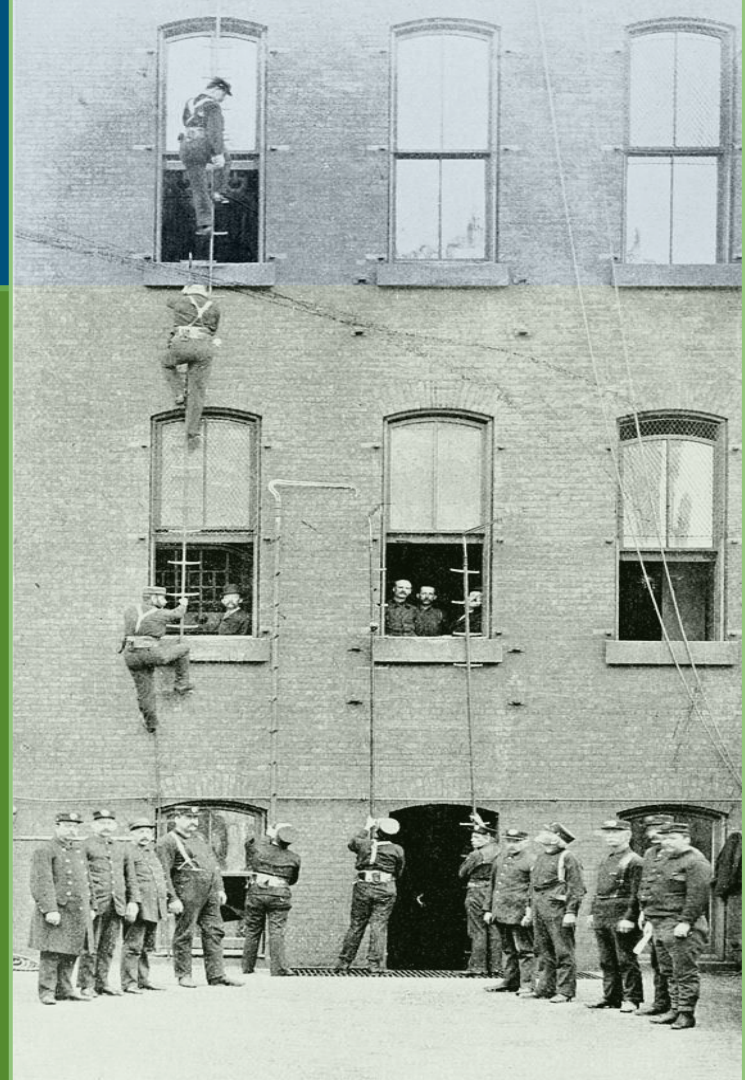
How Can You Help Your Development Officer?

Challenges

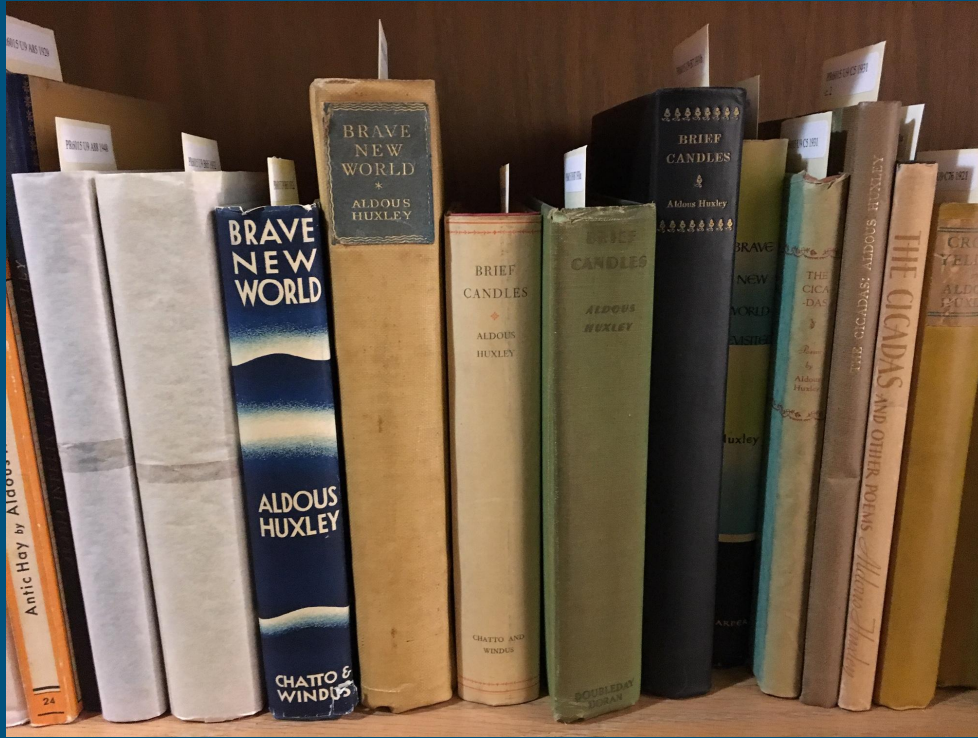
Submitted Questions

What do We Wish We Knew?

Conclusion and Questions



WHY?



Why is Special Collections central to library development efforts?

Building a Relationship with Your Development Officer

Finding “Your” development person

Arrange set meetings

Develop your working relationship

The importance of being positive

The role of collaboration

Planting seeds and future orientation



Understanding Development Professionals

What other people think I do:



What I think I do:



The things you don't see: Data management, Time spent securing meetings, Travel, Competing demands

Understanding Development Terms

Annual giving

Major gifts

Principal gifts

Gifts-in-kind

Gift officer metrics





More Opportunities for Collaboration

Alumni relations

Planned giving

Corporate and foundation relations

Boards

How Can Your Development Officer Help You?

Research
Planning and Coaching
Building Relationships
Solicitation
Stewardship and Reporting

How Can You Help Your Development Officer?

Consistency and Communication

Articulate Your Vision & Educate Your Development Officer

Building Relationships Together

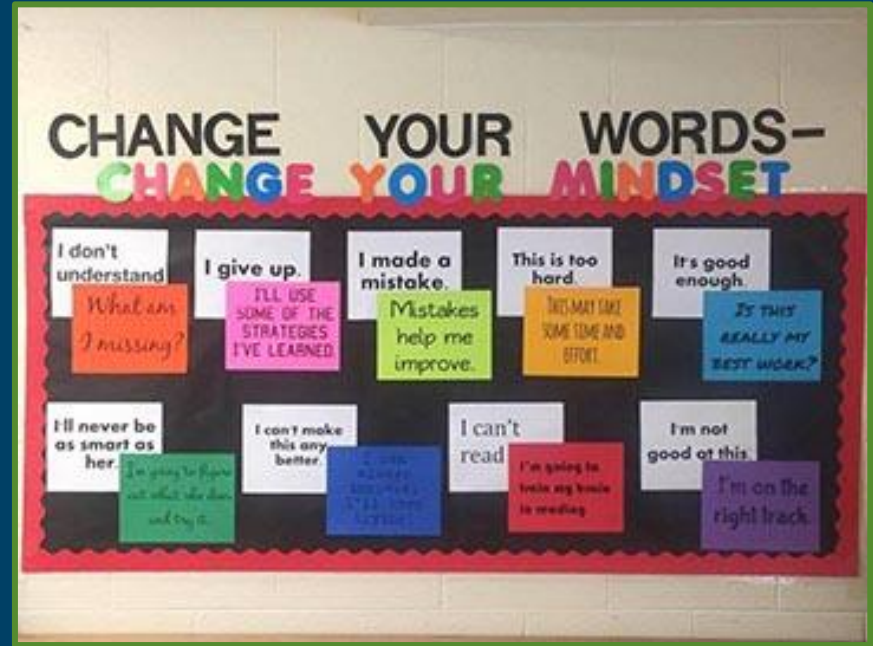
It's a marathon, not a sprint!





Challenges

Submitted Questions



What We Have Learned



And What We Wish We Knew

Discussion and Questions

Conclusions
