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