

# ***WELCOME!***

## **CAMPAIGN WORKSHOP**

Presenter:

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Vice Chancellor, Office of Advancement

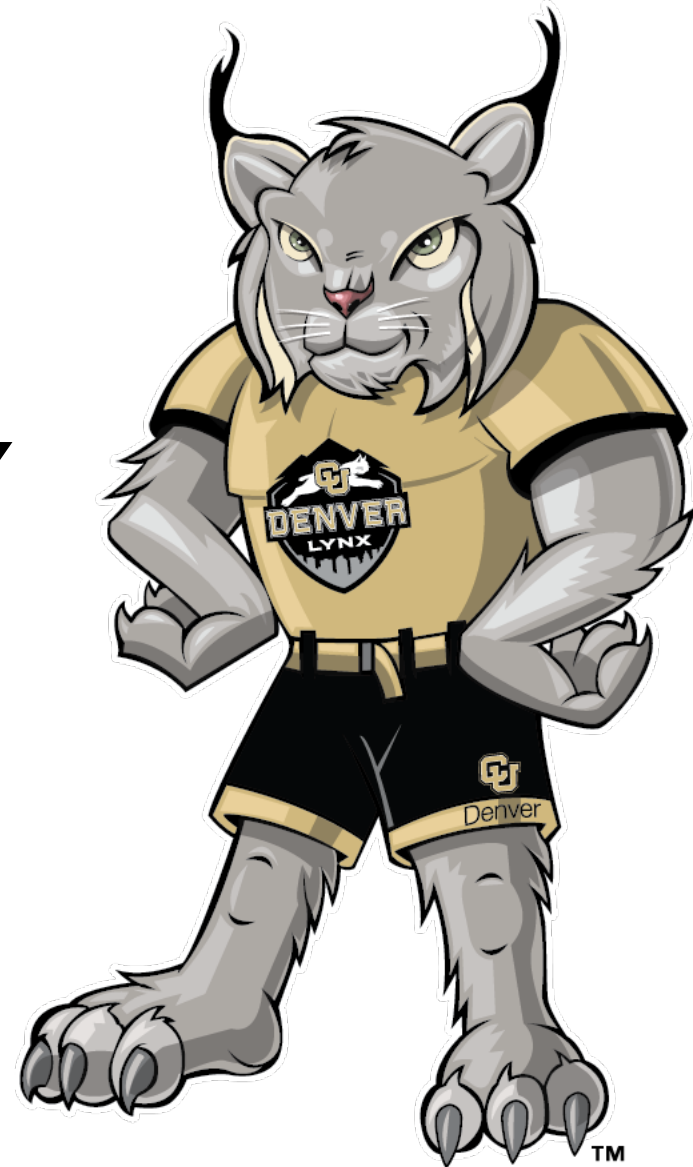


# Today's Agenda

1. Welcome & Introductions
2. What is Advancement?
3. What is a Comprehensive Campaign?
4. Donor Continuum – Relationship Development
5. Creating an Elevator Pitch – Telling Your Story
6. Advancement Resources
7. Next Steps

# ACTIVITY

Two Truths and a Lie

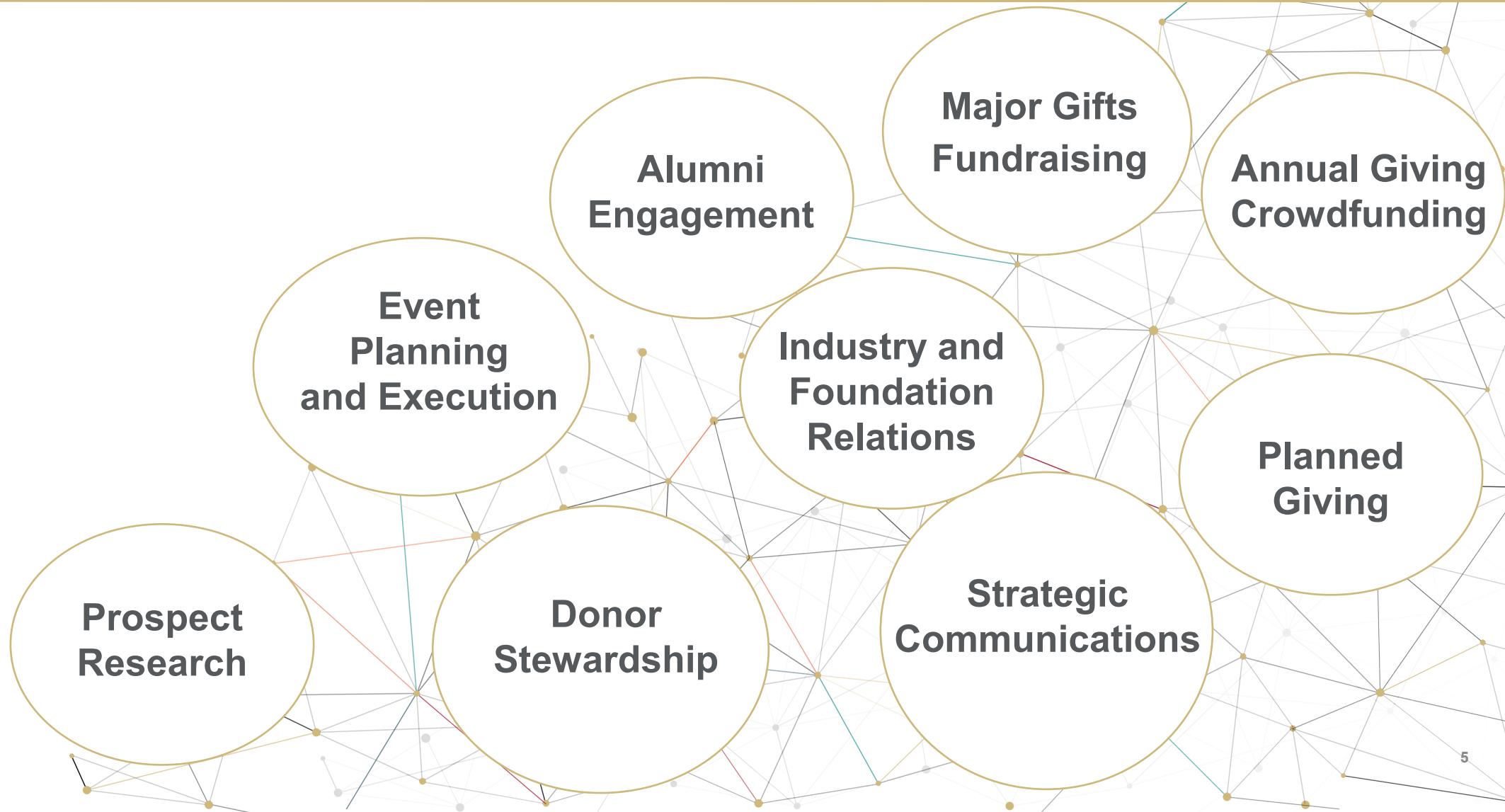






# ***WHAT IS ADVANCEMENT?***

# *Advancement's Functional Areas*







# ***WHAT IS A COMPREHENSIVE CAMPAIGN?***



A comprehensive campaign is a focused fundraising initiative with an announced goal and timeline that supports strategic priorities. In addition to generating financial support, successful campaigns elevate a culture of philanthropy on campus.

# ***Comprehensive Campaign***

## **Goals**

- Primary
- Secondary

## **Phases**

- Planning
- Quiet
- Public
- Closing

## **Expected Outcomes**

- Financial
- Engagement
- Institutional Support



## **Campaign Status** *(FY22 – Present)*

- Planning: Internal Assessment (M&L)
- Planning: Preliminary Case Development (M&L)
- Planning: External Feasibility Study Interviews (M&L)
- Planning: Campaign Recommendations (M&L)
- Planning: Ad Hoc Prioritization Committee
- Planning: Committee Recommendations to Chancellor
- Quiet: Case Development – ongoing
- Public: Launch??

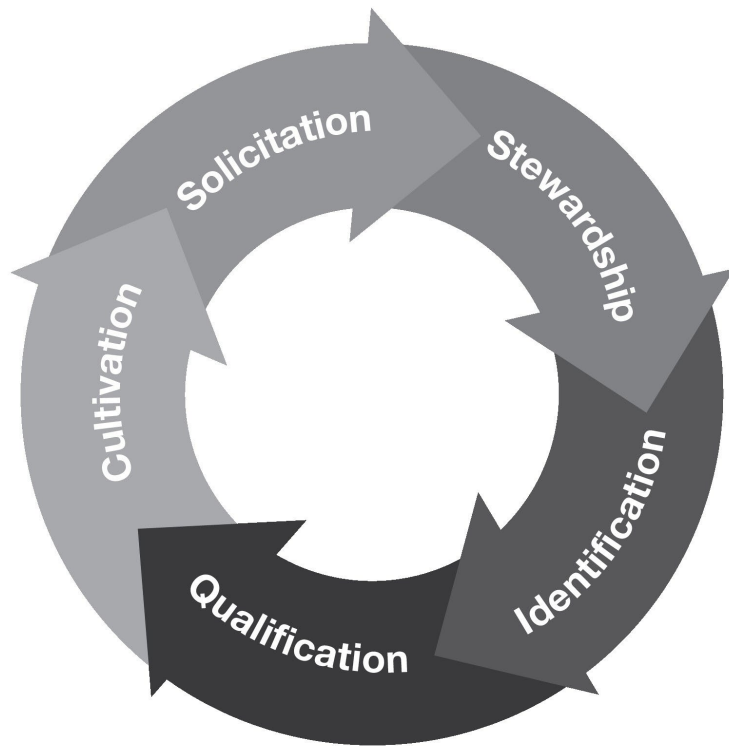


# ***DONOR CONTINUUM***

Relationship Development



# Donor Continuum



**Identification:** Recognize potential

**Qualification:** Assess

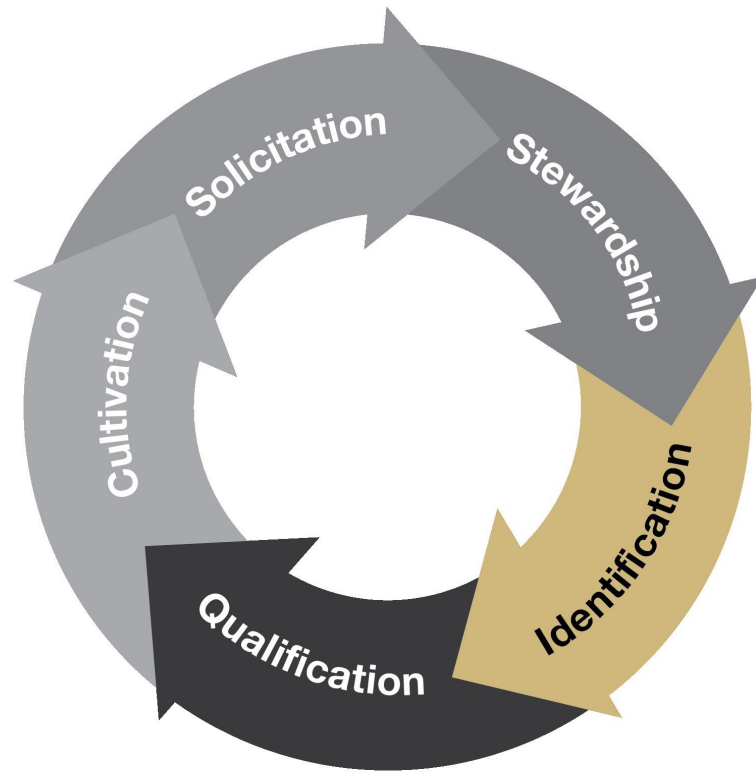
**Cultivation:** Build and deepen

**Solicitation:** Strategically ask

**Stewardship:** Maintain and nurture



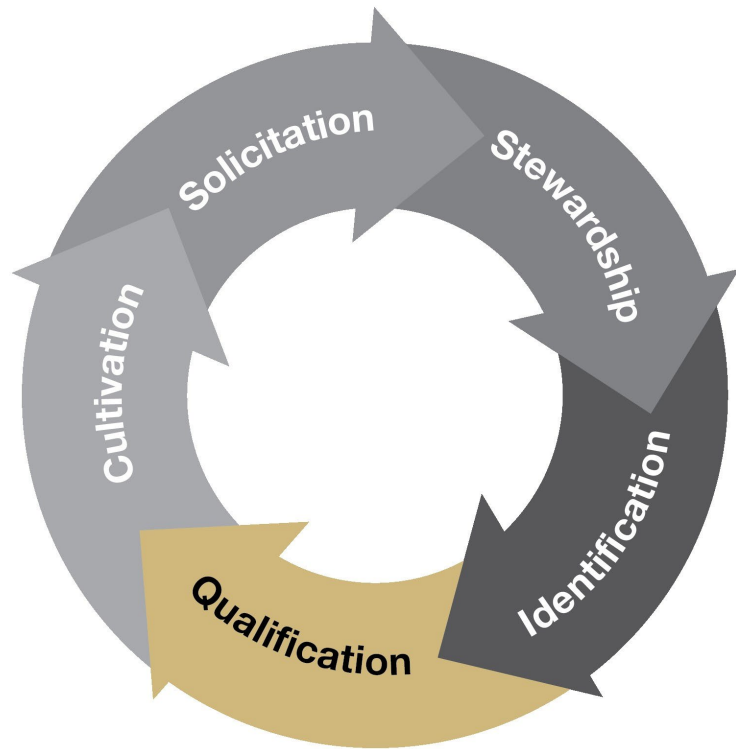
# Identification



## Identification: Recognize potential

- What makes a great prospect:
  - Affinity
  - Propensity
  - Connections
  - Capacity

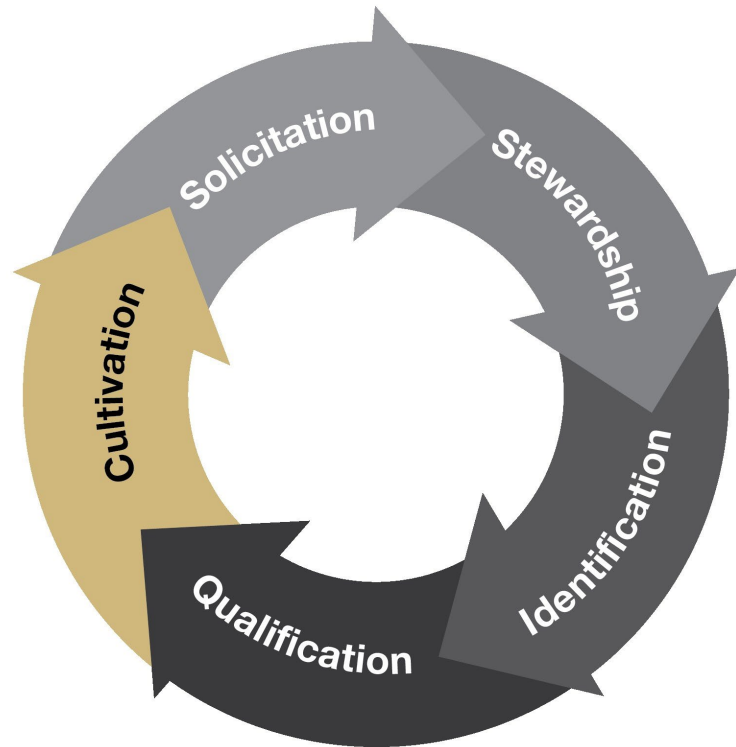
# Qualification



## Qualification: Assess

- CU Denver's Major Gift Level:
  - \$25,000
- The only true way to qualify a prospect is to have a conversation.

# Cultivation

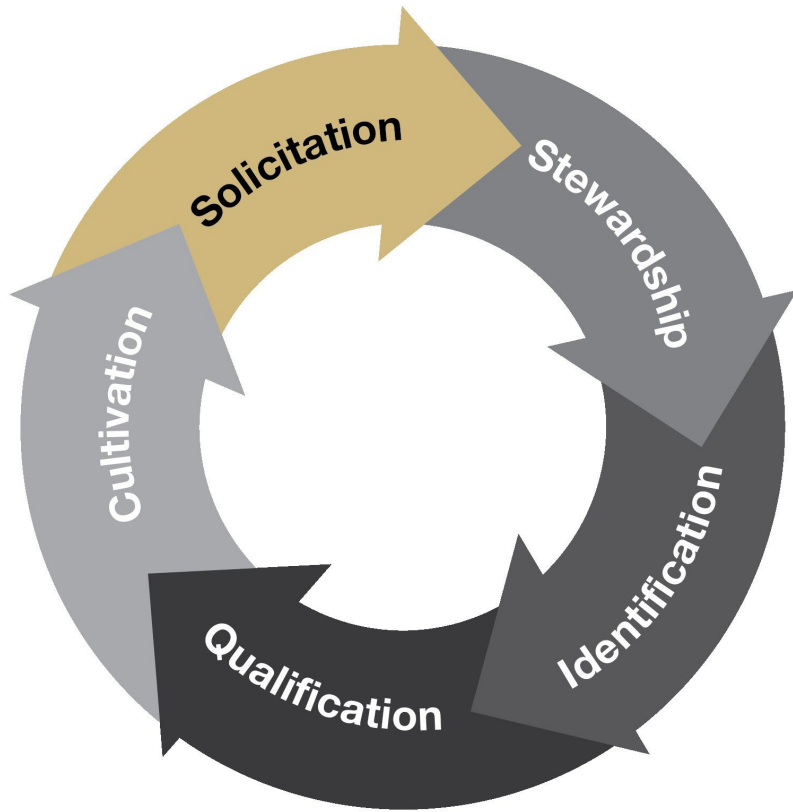


## Cultivation: Build and deepen

- One on one interaction
- Invitations to activities
- Emails that include interesting updates



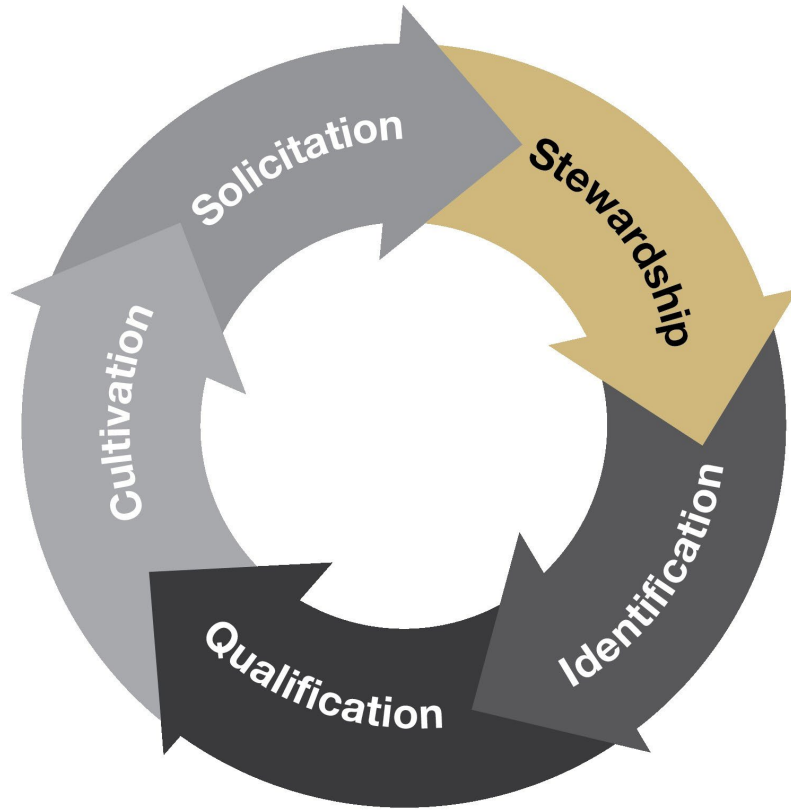
# Solicitation



## Solicitation: Strategically ask

- Grant applications
- Proposals
- How can I help?

# Stewardship

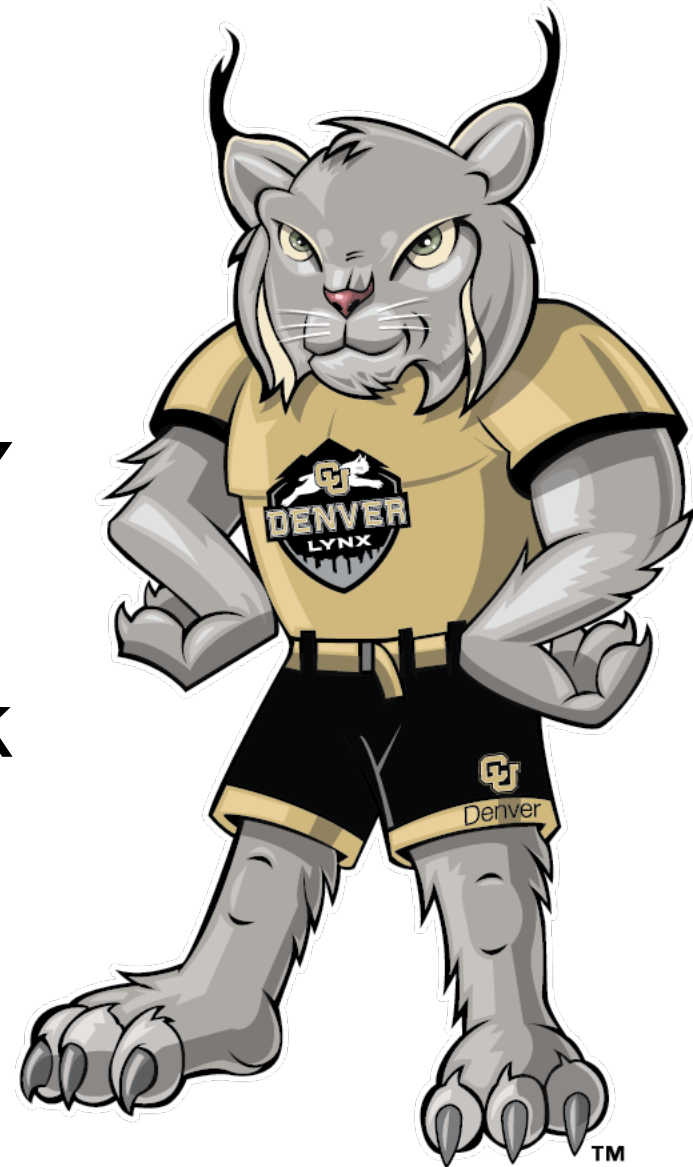


## Stewardship: Maintain and nurture

- Thank you letters
- Thank you calls
- Events
- Curated videos
- Impact Report

# ACTIVITY

## Case & Discussion Work





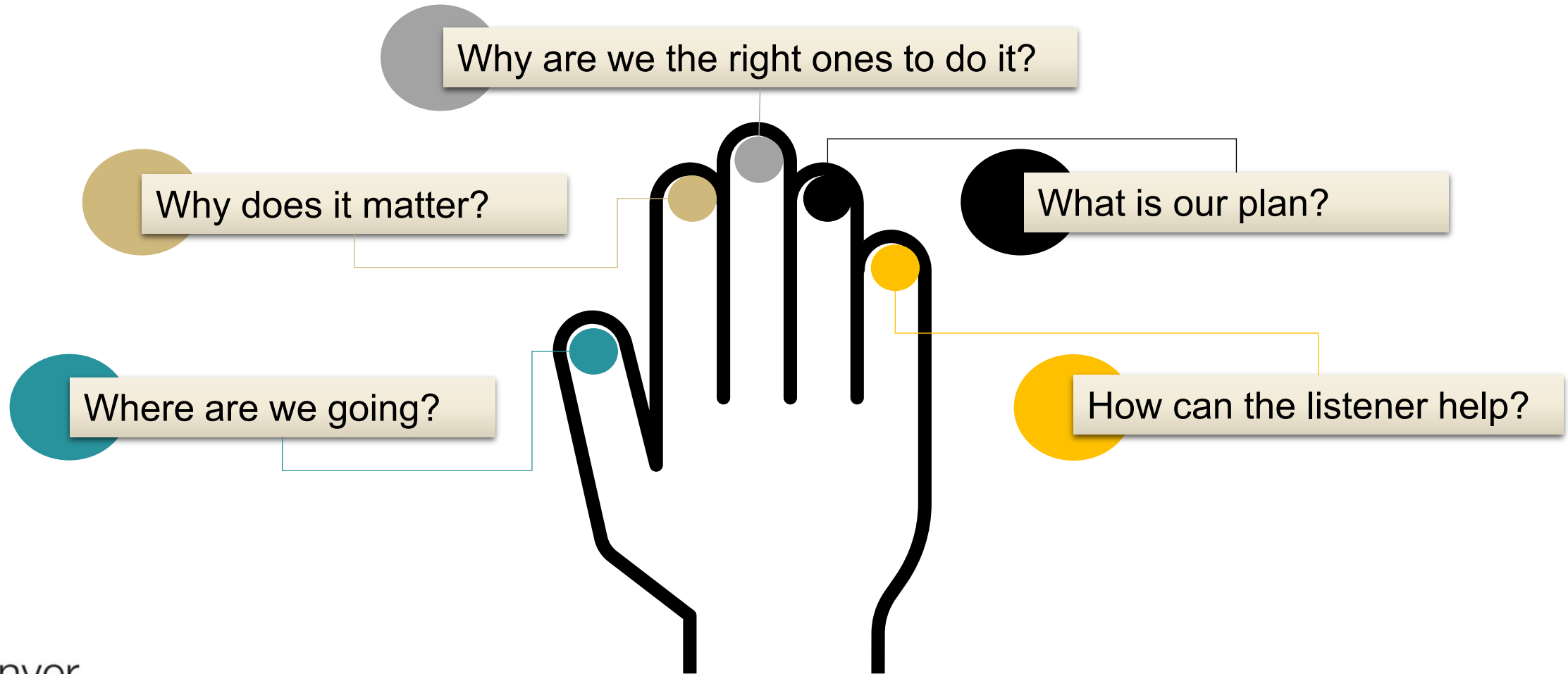


# ***CREATING AN ELEVATOR PITCH***

Telling Your Story

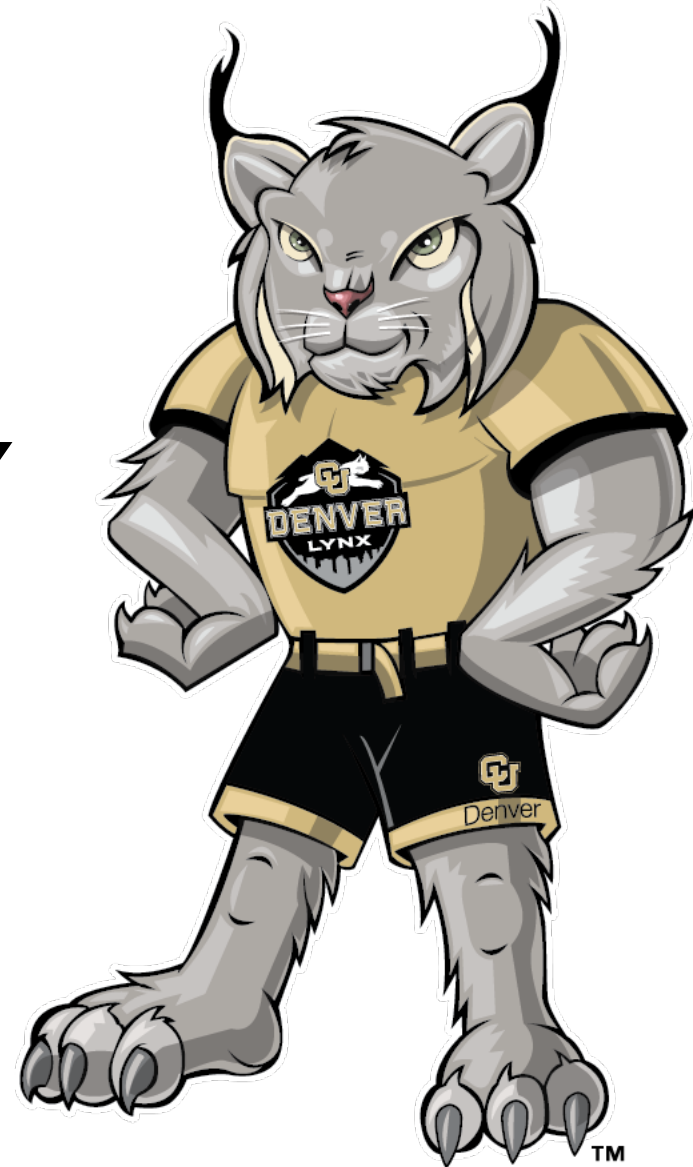


# Crafting Your Story – 5 Finger Messaging



# ACTIVITY

## Story Telling with 5 Finger Messaging



## ***Advancement Resources***

[ucdenver.edu/partneringwithadvancement](https://ucdenver.edu/partneringwithadvancement)

[ucdenver.edu/campaigninfo](https://ucdenver.edu/campaigninfo)

[DAsupport@UCDenver.edu](mailto:DAsupport@UCDenver.edu)



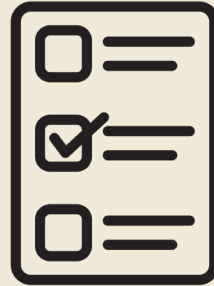
# In Review:

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6. Advancement Resources

## ***Next Steps***



Workshop



Survey



***THANK YOU!***

Campus Community  
CU System  
CU Foundation  
Advancement Staff