

Institute for Community College Development – ICCD
Web Conference: October 8, 2008 1:00 – 2:30 p.m. EST
Strategic Fundraising:
Emerging Trends in Community College Fundraising

Overview

This web seminar offers an overview of major new currents in community college advancement: things you need to be thinking about to be strategic and effective in managing your own program.

The session will outline some major trends and then focus on two:

- taking the fundraising program beyond scholarships
- using metrics to structure and manage fundraising for both staff and volunteer leaders

The seminar leaders will share community college endowment and program fundraising benchmarking and other analysis done by Brakeley Briscoe for Anne Arundel Community College. They will then review how Anne Arundel is building its own program in response to this analysis.

Who Should Attend

The web conference will provide useful tools and strategies for community college foundation executive directors, vice presidents for development/advancement; individuals who manage fundraising operations; individuals with responsibility for institutional fundraising strategy

Expected Outcomes Or Learning from Audience

- What are the major trends in community college fundraising?
- How to grow fundraising results by offering a bigger menu of opportunities to donors.
- How to manage and motivate fundraising volunteer leaders and staff using metrics and prospect moves management.

Presenters



Stacey Sickels Heckel, CFRE serves as Executive Director for Anne Arundel Community College outside of Annapolis, Maryland. She brings 20 years of fund raising and development experience to the Community College sector. Since joining Anne Arundel Community College in 2004, the College's philanthropic program has growth dramatically to exceed \$1 million raised annually from over 1,000 donors with an endowment approaching \$6 million. Prior to AACC, she served as director of institutional advancement at St. Timothy's School and served as a leader in the National Association of Independent Schools. She also spent five years as director of advancement at Grace Episcopal Day School in Kensington and served as national campaign officer for the Washington National Cathedral in Washington, D.C. during their \$35 million campaign.

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Heckel graduated from Sweet Briar College in Sweet Briar, Va., in 1988 with bachelor's degrees in English and in psychology. She maintains the professional designation of Certified Fund Raising Executive by Certified Fund Raising Executive International. Heckel is a member of several national professional organizations, including the Maryland Association of Non Profits, the Public Relations Society of America, the Association of Fundraising Professionals and the International Special Events Society.



Marianne Briscoe, Ph.D., ACFRE, is President and CEO of Brakeley Briscoe Inc. a national consulting firm, established in 1919, specializing in fundraising and nonprofit management. She has more than thirty years' experience in advising and managing higher education, arts and culture, and social service institutions. She has directed the capital campaigns at Saint Mary's University of California, where she was vice president for advancement; the national Sierra Club Centennial Campaign, which raised \$100 million; and the Campaign for the Newberry Library. She also directed the corporate component of the University of Chicago's Campaign for the Liberal Arts in the 1980s.

Her recent higher education clients include Anne Arundel Community College, Shoreline Community College, Dominican University of San Rafael, Sacramento State University, and the Ohio State University.

She is editor and contributor to the book *Ethics and Fundraising* published by Jossey-Bass and has served as ethics columnist for *Non-Profit Times*. She contributed the essay "Capital Campaigns and the New Charitable Investors" to *Understanding Donor Dynamics*, published by Jossey-Bass.

Years at Institution: 14 years

Years in Advancement: 33 years