



Advancing the Institution

A Conversation for Boards

What is development? It is all about the *Relationship*.

- Identify
- Inform
- Invite
- *So that they will* Invest

The purpose of development (sometimes called “fund development” and more often called advancement), is to provide consistent and growing sources of revenue for operating funds and those that meet programmatic and capital expansion. When you build a development program, you move away from a transactional program; the result is transformative.

What do you need in a strong development program?

- Enhanced communication which helps build relationships
- Branded messaging which raises the level of professionalism of the organization
- A disciplined fundraising program which raises the level of sophistication of the organization
- An alumni program that honors history and invites engagement
- A marketing program that requires the highest standards of the product being marketed
- The foundation that is necessary to advance the mission of your school

And how do you get those things?

The Board’s Role in Development

Moving From Fundraising to Advancement

- Actively support the concept of centralizing responsibility for all fundraising
- Active engagement of the assessment of current fundraising programs
- Fight the culture of *Fundraising with Apology*
- Build a culture of gratitude
- Speak passionately about your school
- Invest in a development program

Marketing.

- Learn more about your school
- Learn some of the language of marketing
- Always speak with one voice about your school
- Actively support the work of marketing within the community
- Who believes? Are they professing their belief?
- Who are your partners in this venture?

Supporting

- Embrace your role as a leader in the community
- Help to facilitate change in the organization
- Help to provide the tools necessary for the job
- Who doesn't believe? Who would like to see this venture fail?
- Serious consideration given to resolution of this conflict

A word about change.

*It is not the strongest of the species that survives, nor the most intelligent that survives.
It is the one that is most adaptable to change.*

Charles Darwin

Lynn Fredrick
Advancement Consultant
Office of Catholic Schools
lfredrick@archchicago.org