



A Development Dialog: Presidential Spouse and Partner Participation in Fundraising



The Council of
Independent Colleges

Under
the Big Tent



2024 Presidents Institute Spouses and Partners Program
Independent Higher Education in a Democratic Society

The Diplomat Beach Resort | January 4–7, 2024

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2024 Presidents Institute **Spouses and Partners Program**
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Presenters

Chad Jolly, Partner, Gonser Gerber LLP

Paula Corey, Presidential Spouse, Biola University



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Established in 1950 as North America's first *Advancement and Leadership Consulting* firm, we provide innovative and customized consulting services to educational institutions and other non-profit organizations.

We have partnered with over 900 client institutions in the work of positively enhancing philanthropic capacity and fulfilling mission potential.





“So, What Do You Do?”

“Oh, You Are a ____.”

**“Ray Wants You to Meet Him in the
Back of the Room.”**

Embracing Development Work

Advancement

"Advancement is a strategic, integrated method of managing relationships to increase understanding and support among an educational institution's key constituents...."

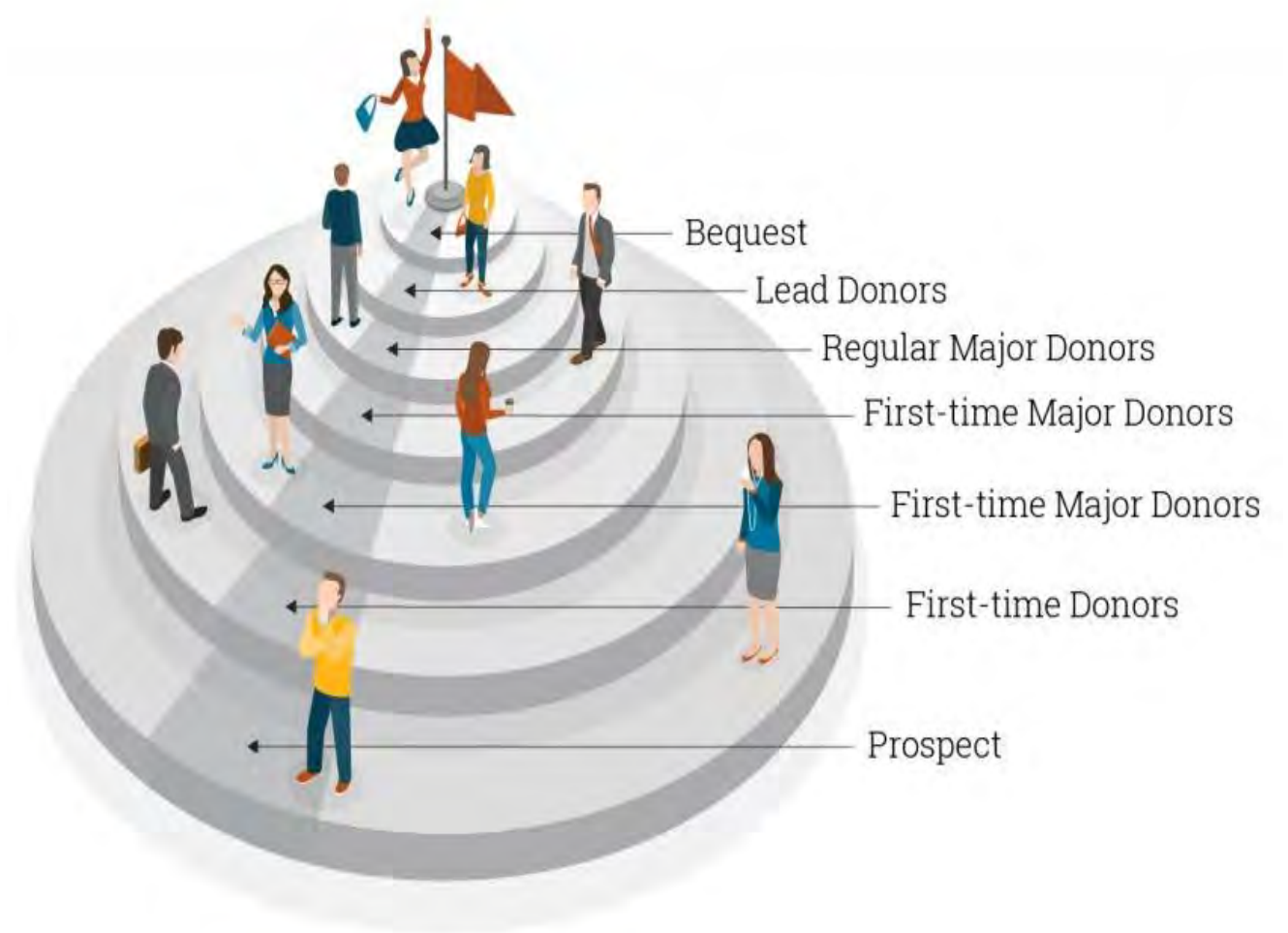
- Council for Advancement and Support for Education

Funding the Mission

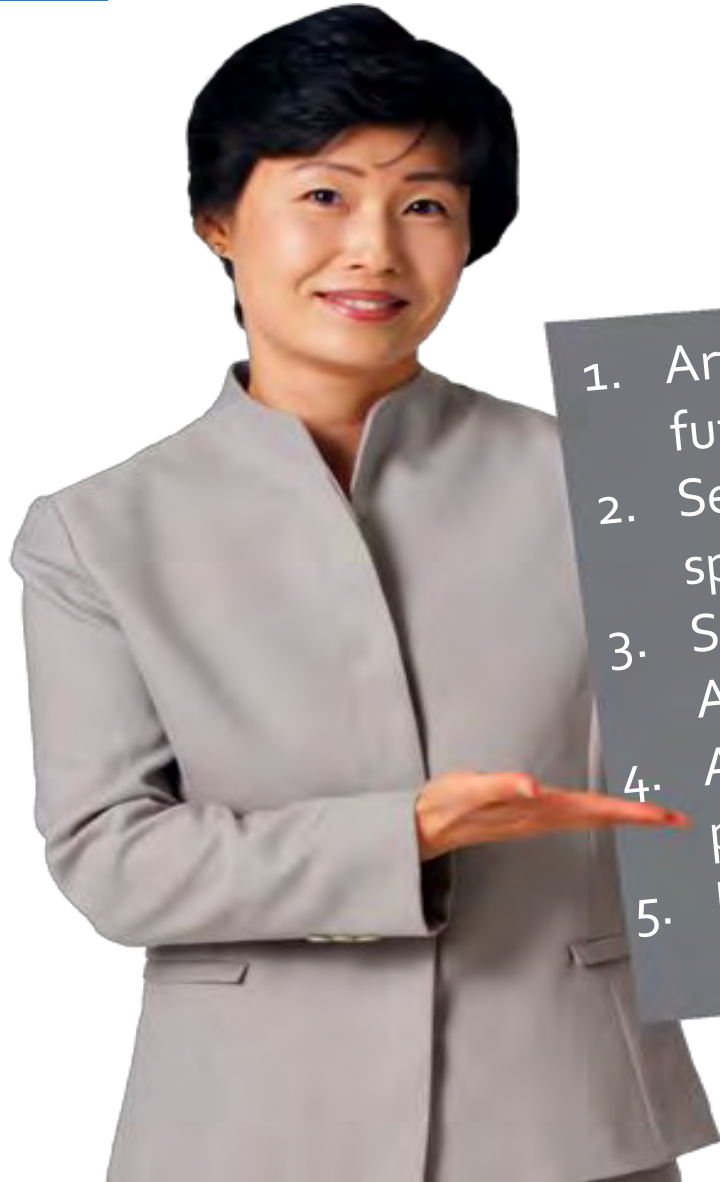
- Net Tuition Revenue
- Endowment Earnings
- Gifts from Those Who Believe in the Mission

Elements of an Advancement Program

- Planned Giving Program
- Major Gift Program
- Annual Giving Program
- Constituent Relations Programs



Presidential Advancement Responsibilities



1. Articulate a compelling strategic vision for the future.
2. Serve as chief fundraiser and fundraising spokesperson.
3. Support and team with the Vice President of Advancement.
4. Actively steward a portfolio of major donor prospects.
5. Engage Board members in philanthropic endeavors.

Partner/Spouse Roles

- Support
- Donor Cultivation
- Donor Recognition
- Collaboration
- Hospitality

Live Into Your Strengths!

Discussion

Do's and Don'ts

○ Do

- *Embrace Development Work*
- *Seek Role Clarity*
- *Live Into Your Strengths*
- *Realize Your Powerful Voice/Example*
- *Partner with Advancement and Key Departments*
- *Know How You Are Perceived*
- *Remember People/Stay Organized*
- *Love "Our Place" and Your President*

○ Don't

- *Move Forward Without Role Clarity*
- *Hesitate to Share Your Preferences*
- *Do Other People's Jobs*
- *Speak for the President*
- *Ignore Board Members*

Q&A Session



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Thank You for Attending!



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Thank you for attending
this session!



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