



Best Practices

Council for Advancement and Support of Education (CASE) 2006 Wealth-Engine Awards for Sustained Excellence in Educational Fundraising

“Wesleyan just came off its most successful campaign in history. We created a small committee of people, chaired by a former chair of the Board of Trustees, who wanted to solicit and give. We made it elite, fun, and focused. The chair ran it like a business –What are the goals? What is the bottom line? –and the committee maintained a campaign-like feeling even when the campaign was over.”

-Barbara-Jan Wilson, Vice President for University Relations, Wesleyan University

“Successful fundraising has less to do with mechanics and more to do with the team understanding our institution and where we are going. Keep it simple. Our job is to match institutional need with donor interest, which can develop in a number of ways. We bring the best and brightest alumni, parents, and friends together for a weekend meeting convened by the president. They don’t talk about fundraising at all. They talk about how UVA can become one of the great institutions for the 21st Century.”

-Robert Sweeney, Senior Vice President for Development and Public Affairs, University of Virginia

“Our success has to do with historical ties, particularly alumnae loyalty and their confidence in Wellesley’s mission as a women’s college. That and the role of women’s philanthropy have been keys to our fundraising success.”

-David Blinder, Vice President for Resources and Public Affairs, Wellesley College

“It really starts at the undergraduate experience: Building relationships with students while they’re on campus. ... We are also incredibly lucky to have a president with such a strong vision who can clearly articulate it.”

-Eileen Keeley, Vice President for College Relations, Davidson College

“We follow our strategic plan, which keeps us focused on our priorities. Our plan is aligned with the university’s strategic plan, and putting these together has really made a difference. Our philosophy is to listen to our donors and keep their interests in mind. And we are committed to our mission. You have to love what you do.”

-Judy Kirk, Executive Vice President for Development, University of Minnesota Foundation

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