As chair, I have often found myself involved in fund raising. I have succeeded in funding special
programs and projects by asking many individuals and organizations to donate small sums ($100 to
$400) for very specific, well-defined goals. I ascribe my success to following these steps:

1. I stay in close and continuous contact with the university's development and alumni offices,
   keeping them both aware of our department's plans to solicit funds using community and
   personal contacts.

2. Because good record keeping is essential if we are to properly acknowledge donors, I use the
   Development Office's capabilities to manage records and hold funds.

3. I extend prompt and numerous acknowledgements to all our donors.

4. I generate publicity concerning financial gifts or gifts-in-kind. It is important to acknowledge
   gifts publicly and privately. Public recognition brings my department to the attention of both my
   institution and the community. Also, public thanks to the original donor may inspire gifts from
   others. I use the resources of the Alumni Office and the Development Office to create and
   deliver the publicity, and the Alumni Office has been an especially good resource for help in
   placing publicity.