

Four Steps to Successful Fund Raising

Charles Denny, chair, Division of Science, Mathematics, and Engineering, University of South Carolina, Sumner. "Four Steps to Successful Fund Raising." Written specifically for the ACE Department Chair Online Resource Center. Washington, DC: American Council on Education, 2003.

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.