Why are you here?
Dean

Institutional Expectations

Program Needs

Donor Expectations
You can be a very successful development dean without ever asking for money.
Context
In billions of dollars
All figures are rounded

- Religion: $119.30 (32%)
- Human services: $45.21 (15%)
- Education: $57.48 (12%)
- Gifts to foundations: $42.26 (11%)
- Health: $29.81 (8%)
- Civil rights: $26.95 (7%)
- Arts, culture, and humanities: $17.07 (5%)
- Environment/animals: $10.68 (4%)
- International affairs: $15.75 (3%)
- To individuals: $6.56 (2%)
- Unallocated: $2.31 (1%)

Source: Giving USA Foundation | Giving USA 2016
In current dollars

<table>
<thead>
<tr>
<th>Type</th>
<th>2013–2014</th>
<th>2014–2015</th>
<th>Percentage change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>5.2%</td>
<td>2.7%</td>
<td>-3.8%</td>
</tr>
<tr>
<td>Education</td>
<td>6.8%</td>
<td>8.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Human services</td>
<td>5.3%</td>
<td>4.2%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Foundations</td>
<td>7.0%</td>
<td>7.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Health</td>
<td>1.3%</td>
<td>6.7%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Public-society benefit</td>
<td>6.8%</td>
<td>6.0%</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Arts, culture, and humanities</td>
<td>7.0%</td>
<td>12.2%</td>
<td>5.2%</td>
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<tr>
<td>International affairs</td>
<td>9.2%</td>
<td>6.2%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>Environment/animals</td>
<td>17.5%</td>
<td>17.5%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

2013 to 2015, cumulative*

- Religion: 8.0%
- Education: 16.4%
- Human services: 9.7%
- Foundations: 2.8%
- Health: 8.0%
- Public-society benefit: 13.1%
- Arts, culture, and humanities: 20.0%
- International affairs: 14.1%
- Environment/animals: 16.0%

*The two-year change is calculated separately and is not the sum of the changes in the two years.

Source: Giving USA Foundation | Giving USA 2016
What are donors up to these days?
Investment vs. patronage
Giving priorities and budgets
Larger gifts to fewer recipients
Involvement and engagement
A culture of philanthropy in your program
What does it look like?

Haas Fund Study

1. Shared Responsibility for Development
2. Integration and Alignment with Mission
3. A Focus on Fundraising as Engagement
4. Strong Donor Relationships
How does it act?

Lead by example
Watch your words
Report a lot
Value your development colleagues
Feature donors
Offer opportunities to participate
Your place in the big picture
Build partnerships with other units
Work with development
Market your program
Keep a positive attitude
Position yourself as a way to help other administrators succeed
Big gifts come from deep relationships.
Partnership
Shared values
Long-term commitment
What does this mean for you?
Characteristics

Be ready
Know your case
Nurture your curiosity
Learn to ask good questions
Think creatively
Be patient and persistent
Practices

Devote the time
Keep learning
Assume the best
Make the investment
Seek partnerships