

Partnering to Achieve Your Institution's Full Potential

The **Development Learning Collaborative** (DEV-LC) improves the effectiveness of institutional advancement efforts by helping generate new ideas, prioritize investment decisions, benchmark staffing and productivity levels, and improve the professional development of staff.



New Resources for 2012

The Development Learning Collaborative provides advising, training, and data for advancement teams to drive change and improve performance. Below are the key client outcomes that will be driven by the 2012 agenda.

Maximize Return on Investment

- Managing Returns on Advancement Investments
- Transitioning to a Foundation

Increase Frontline Productivity

- Gift Officer Goal-Setting Tool
- New Gift Officer Toolkit
- Designing a High-Performing Dean Fundraising Program

Navigate Successful Campaigns

- Key Considerations for Developing Naming Guidelines
- Campaign Planning Tool
- Rethinking the Comprehensive Campaign

Implement Donor-Driven Fundraising Strategies

- 2012 Alumni Pulse Survey
- Acquisition and Retention Tactics for Annual Fund Donors
- Participation or Pipeline? Choosing Your Approach

To learn more about Eduventures Development Learning Collaborative, contact Jennifer Zaslow
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Membership in Practice

DEV-LC members partner with Eduventures staff to design engagement plans that leverage membership services to overcome their most pressing challenges. Membership services include:

Research Library 300+ reports, webinars and management tools available on-demand	Collaborative Research	<ul style="list-style-type: none"> Benchmarks, best practices and foundational strategies for advancement leadership
	Member Networking and Peer Learning	<ul style="list-style-type: none"> Monthly webinars on timely topics to train the whole team Executive-level peer networking at the Annual Member Meeting brings together development leaders from across the membership to learn about best-in-class practices in the field
	Tailored Advising and Analysis	<ul style="list-style-type: none"> Strategy sessions with DEV analysts to implement research, facilitate brainstorming, and train staff, by phone or in-person Custom research and analysis to support decision-making for your specific campus challenges and changes in your operations

Eduventures also provides a full spectrum of customized consulting services that can build on membership resources, including: Operations Assessments; Campaign Feasibility Studies; Strategic Planning; Customized Staff or Board Training; Data Modeling and Analytics; Customized Surveying; Market Research and other advising services.

Where Will Eduventures Have the Greatest Impact for Your Organization?

✓ Begin defining your membership priorities using the checklist below. Our team will advise you how to tap Eduventures' expertise and membership network to achieve your goals.

Engage board members and institutional leaders

- Make the case for staff and budget resources
- Increase philanthropic involvement of volunteers, Deans, and/or faculty
- Define campaign priorities and goals

Shape management practices

- Set gift officer performance goals
- Define and track key operational metrics
- Address training, job design, and staff retention issues

Cultivate and solicit more effectively

- Gift officers use Eduventures tools to pursue more sophisticated cultivation and solicitation strategies
- Implement young alumni giving strategies aligned with preferences of this generation

Educate staff and generate new ideas

- Use on-demand Research Library to stimulate discussion about innovative practices
- Pressure-test ideas before investing in new programming or organizational changes
- Train gift officers on best ways to partner with Deans