

# Development Top Tips

- Don't forget to ask for a gift: phrase "the ask" as a question, not a statement. *I'd be honoured if you would consider investing in our digital and interactive media wing.* Versus: *Would you consider investing \$ 1M in our digital and interactive media wing so that we can expand opportunities for students in this dynamic area?*
- Storytelling: know your team and students; have 2-3 different student success stories ready and match these stories to a donor's interests.
- Enlist the help of faculty members in identifying donors and engaging them. Invite donors to events where students are present and make introductions.
- Be ready to roll with it. Meetings with donors can take a different turn. Be ready to take a backseat if a donor is more interested in talking to your development officer/faculty member/whoever is accompanying you. Prepare as a team so that you can shift roles if needed.
- Consider ways to shake up the format of events and recognition opportunities to match your target audience. For instance, add a "Rising Star" or "Emerging Artist" award to your alumni group in addition to the "Distinguished" category.
- Include young alumni and current students in your target audience for events (and price accordingly).
- Be genuine, enthusiastic, and specific. If you're not excited about a project, why would a donor be?

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