



ADVANCEMENT OFFICE 101

Presentation by

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Allentown

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ADVANCEMENT OFFICE 101

- **Introductions**

- Name, School, Position
- What do you want to get out of today's workshop?



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Hiring a Qualified Advancement Director

- Part-time vs. Fulltime (Weigh the Options)
 - Part-time no Admin support
 - Part-time with Admin support
 - Part-time / Admin support / Principal support
 - Part-time / Admin support / Principal support / Pastor support



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Hiring a Qualified Advancement Director

- Part-time Advancement Person's Focus
 - Board Development
 - Major Gifts
 - Annual Fund
- Principal, Marketing Committee and Admin support should be able to fill in some of the marketing in this instance.



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Hiring a Qualified Advancement Director

- **The Resumes**

- Marketing / Development Experience?
- Why do they want this job?
- How long will they last in this position?
- Length of stay at previous jobs?
- Experience in Education?
- Experience of Catholic Education?



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Hiring a Qualified Advancement Director

- The Interview
 - Appearance
 - Are they articulate?
 - Do they make good eye contact with you?
 - Do they present themselves well?
 - What is their experience of Church?
 - Do they have energy?
 - Can they “read” you?



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Hiring a Qualified Advancement Director

- Making the Job Attractive
 - Flexible Hours?
 - Work from home?
 - Education benefit at school?
 - Vacation time
 - Tuition reimbursement for continuing studies?

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The Advancement Model

Non –Revenue

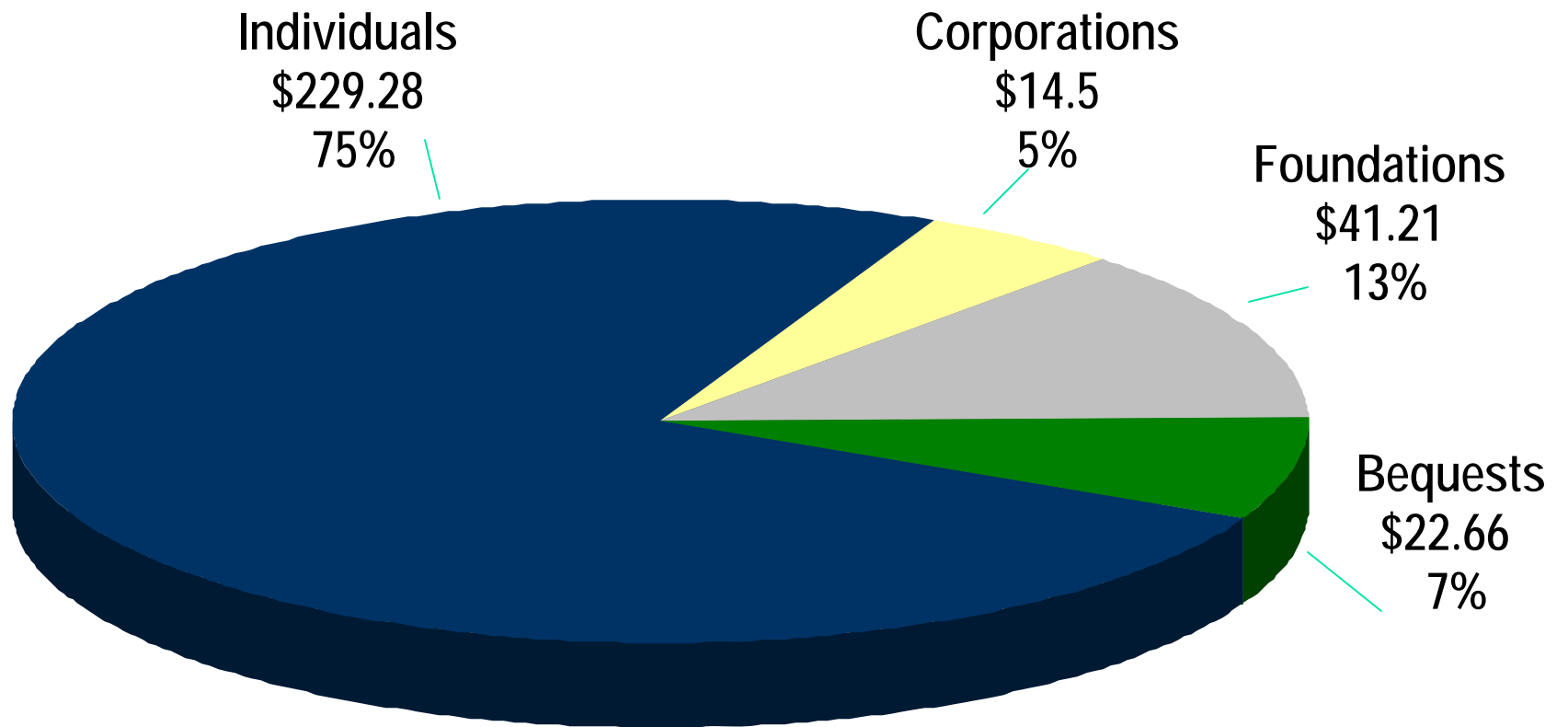
- Board Development / Volunteer Management
- Advancement Operations
- Constituent Relations
- Communications / PR
- Strategic Planning
- Research
- Stewardship of Donors

Revenue

- Recruitment
- Special Events
- Annual Fund
- Major Gifts
- Capital Campaign
- Planned Giving

2008 Charitable Giving

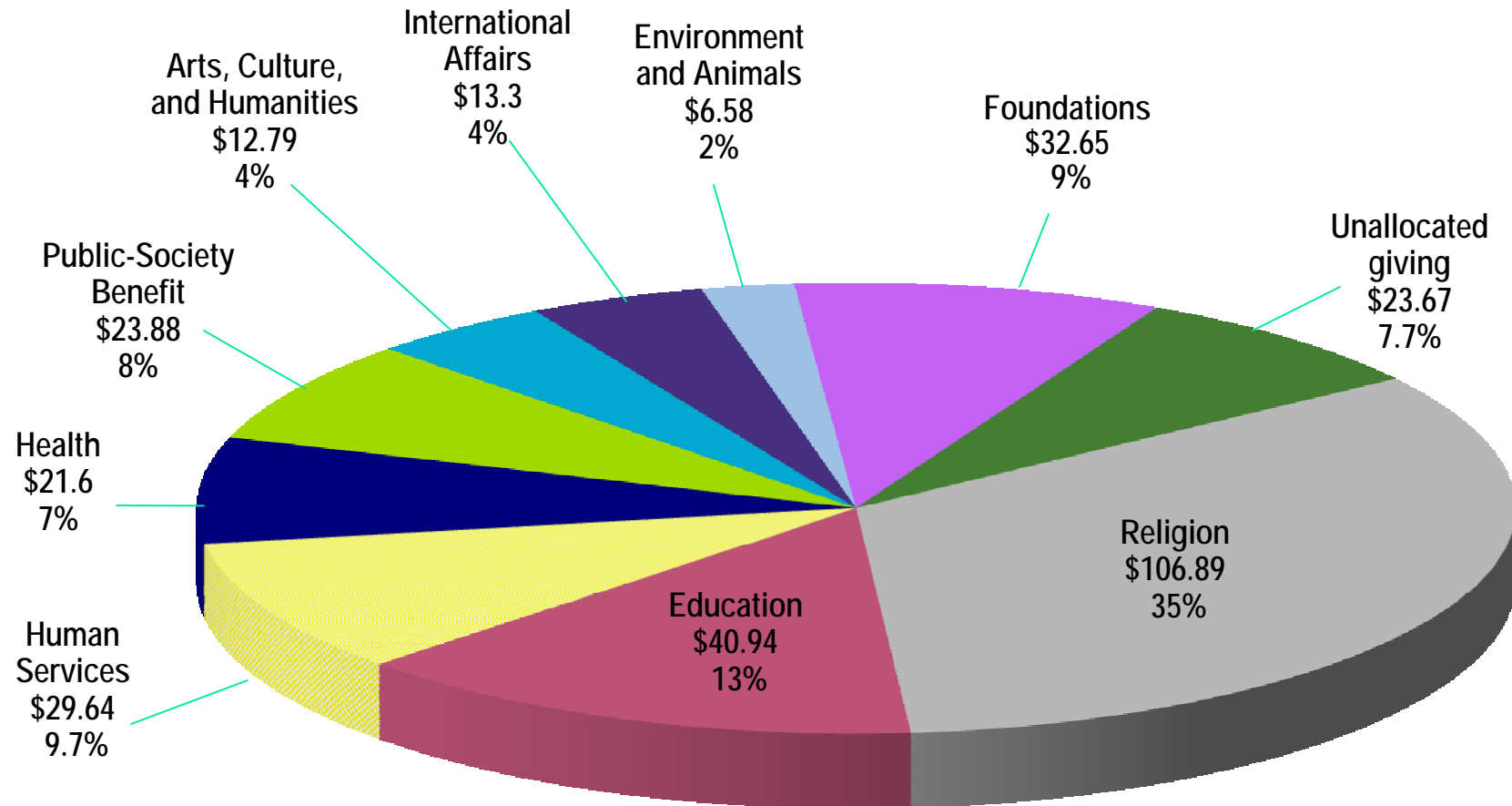
Total = \$307.65 billion (\$ in billions)



Source: Giving USA Foundation™ / *Giving USA 2009*

Types of Recipients of Contributions, 2008

Total = \$307.65 billion (\$ in billions)





PRIORITIZE YOUR TIME

- To Know You Is To Love You
- Individuals give most money
- People Give to People
- Building relationships pays off
- Grants mostly for innovation



PRIORITIZE YOUR TIME

- Special events require more time and money than they're worth
- Businesses will give only if:
 - School's mission meshes with their own
 - They can get publicity
 - Their employees benefit



PRIORITIZE YOUR TIME

- 90:10 Rule
- Utilize Board/volunteer's skills
- Look for outside resources
- Professional Development



What can the Diocese offer?

Assistance in developing:

- Annual Fund
- Planned Giving Materials and Presentation
- Eastern PA Scholarship Foundation
- School Advancement Plan
- Web / E-Marketing Assistance / Social Networking
- Brochure Development
- Prospect Researching (Wealth Engine)
- Foundation Research Tool: Foundation Center Online
- Interviewing Development Professionals

Diocesan Office of Stewardship and Development

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