GENERAL OUTLINE FOR DEVELOPMENT SECTION
OF THE COLLEGE OF BUSINESS MANAGEMENT INSTITUTE (HED 2223)

--- Joe Johnson

I. Definition of Development (Fund-Raising or Friend-Raising)

II. Development in Public and Private Colleges and Universities

III. Internal Organizational Structure for Development Function
   A. Role of the Board of Trustees
   B. Role of the President
   C. Functional Arrangement of Development, Alumni Affairs, and Public Information
   D. Role of the Faculty in Development

IV. External Organizational Structure for Development
   A. Volunteers
   B. Fund-Raising Council
   C. Foundation or no Foundation for Private Gift Funds

V. Relationship of the Business Office and Development Office
   A. Fund Management
   B. Investments
   C. Accountability
   D. Trust and Other Gift Endowments
   E. Relationships with Donors
   F. Relationship with Donors' Lawyers, Accountants, Insurance Advisors, and Bankers

VI. Funding of the Institutional Development Program
   A. Gift Funds
   B. General Institutional Funds - - State Appropriations, Student Fees, or Endowment Income
   C. Spend Money to Raise Money
   D. "A Touch of Class"

VII. Staffing for Development
   A. Type of Personnel
   B. Numbers of Personnel
   C. Expected Return on Staff Investment

VIII. Sources of Private Gifts
   A. Alumni Annual Giving
   B. Corporations
   C. Foundations
   D. Non-Alumni Friends
IX. Forms of Private Gifts
   A. Outright, Unrestricted
   B. Trusts
   C. Restricted Gifts
   D. Land and other Real Property
   E. Estates
   F. Endowments
   G. Acceptable and Unacceptable Condition of Gifts

X. Methods of Solicitation
   A. Mail
   B. Telephone
   C. Personal
   D. Volunteer Solicitation
   E. Consultant or Professional Fund-Raiser

XI. Capital or Special Campaigns
   A. Use of Consultants
   B. Special Staffing
   C. Feasibility Study

XII. Gift Processing
   A. Receipt of Gifts
   B. Use of Lists
   C. Follow-up with Donors

XIII. Donor Recognition
   A. Certificates, Plaques, and other Formal Processes
   B. Naming of Facilities and Programs for Donors
   C. Special Gift Club Memberships and Benefits for such
   D. Personalized Recognition

XIV. Patterns of Giving
   A. Growth Potential in Corporate Field
   B. Steady Growth in Alumni Annual Giving
   C. Problems with Foundations
   D. Local Businesses and Corporations
   E. Deferred Giving and Estate Planning

XV. Special Problems and Challenges
   A. Federal and State Tax Laws
   B. Inflation
   C. Deflated Stock Market
   D. Competition for Private Gifts
   E. Donor Dictation of Program Content
   F. Lack of Interest in Bricks and Mortar
   G. Corporate Avoidance of Endowment Gifts
   H. Investment Concerns – Safety versus Growth
REFERENCE MATERIALS FOR THE DEVELOPMENT SECTION OF THE COLLEGE BUSINESS MANAGEMENT INSTITUTE

American College Public Relations Association and American Alumni Council.  


American Council on Education.  College and University Business Administration.  
Volume 1.  Washington D.C.


Rowl and Westley, A.  Handbook of Institutional Advancement.  San Francisco,  

Company.  1966.

Special Note: You can profitably find a wealth of sound articles on  
development in the monthly issues of "CASE Currents" which is a  
publication of the Council for Advancement and Support of Education.  
copies should be available in your institutional libraries and in your  
development, alumni, and public information offices.

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