



37th Annual
DISTRICT
CASE V
CONFERENCE

Sheraton Chicago Hotel & Towers
December 11-13, 2011

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#CASEV



**CASE DISTRICT V
NEW ADVANCEMENT
PROFESSIONALS
December 10, 2011**

**Your Profession and Your
Professional Association**
CASE President John Lippincott



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

- ABOUT CASE
- ABOUT ADVANCEMENT
 - FUNDRAISING
 - ALUMNI RELATIONS
 - COMMUNICATIONS & MARKETING
- ABOUT YOUR CAREER
- QUESTIONS

- Only non-profit dedicated to educational advancement
- One of the largest associations of educational institutions in the world
- Headquartered in Washington, DC; offices in London, Singapore, Mexico City

- CASE founded in the U.S. in 1974 through merger of:
 - American Alumni Council (1913)
 - American College Public Relations Assoc. (1917)
- CASE Europe founded in 1994
- CASE Asia-Pacific founded in 2007
- CASE América Latina founded in 2011

CASE DISTRICTS



- 150+ Conferences – in person, online
- Publications – in print, online
- Research and information services
- Advocacy and government relations
- Recognition programs
- Professional network



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

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About CASE
Membership
Samples, Research & Tools
Publications & Products
Public Policy
Award Programs
Conferences & Training
Career Central
People & Communities
Volunteer Opportunities

“In such a rapidly developing profession, it’s crucial to have a professional network like CASE to fall back on.”

Maarten Vervaat—*Executive Director of Development*
Utrecht University—Utrecht
Netherlands



About CASE

Education’s leading resource for knowledge, standards, advocacy and training in alumni relations, communications, fundraising, marketing and related activities.

[Learn More](#)

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Member

John Lippincott (logout)

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Highlights

CASE Social Media Blog

Contributors from a variety of backgrounds explore trends and best practices in the use of social media in educational advancement.

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Featured Product



Learning to Love the Politics

Softcover.
Item: 29704

[View Product Details](#)

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e-Headlines

Dec. 2, 2011 RSS

- [Offa releases details of revised access agreements](#)
- [Summoned to the White House](#)
- [Students hawk goods on campus](#)
- [AACC releases metrics for assessment](#)

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CASE Simulcast

Can’t attend a conference? Now you can with CASE Simulcast—live, interactive video broadcasts from select CASE conferences and sessions.

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Featured Conference



Fundraising Stewardship Annual Campaigns Giving Major Gifts Planning Honor Rel

Gift Planning for Major Gift Officers

[Conference Details](#)

[Conference Calendar](#)

CURRENTS



CURRENTS November/December 2011 CURRENTS

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- 3,471 Institutional Memberships
 - Not-for-profit Tertiary Education
 - Not-for-profit, Elementary/Secondary Education
 - Affiliated Foundations
 - Affiliated Alumni Associations
 - University System Offices
- 17,877 Premier Memberships
 - 65,960 Individual Practitioners
- 186 Educational Partners

- **CASE Institutional Member Profile:**
 - 32% Elementary/Secondary Schools
 - 22% Outside the U.S. (74 Countries)
- **CASE Individual Member Profile:**
 - 68% Female; 32% Male
 - 37% Development
 - 25% Communications/Marketing
 - 14% Alumni Relations
 - 13% Overall Advancement Management
 - 11% Advancement Services

More than 3,500 volunteers:

- Governing boards
- Advisory bodies
- Conference planners
- Conference faculty
- Authors
- Awards judges

- Member-focused ... give us feedback
- Volunteer-directed ... get involved
- Collegial ... share knowledge
- Professional ... use standards, guidelines
- Inclusive ... broaden your horizons

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Advancement Management Functions Include:

- Fundraising (Development)
- Alumni Relations
- Communications
- Marketing
- Advancement Services
- Government Relations
- Community Relations
- Special Events
- Etc.

The goal of the educational advancement operation is to **strengthen support among key constituents** who can influence the ability of the institution to fulfill its mission and achieve its vision.

Successful Advancement Programs Are:

- Strategic
- Planned
- Integrated
- Long-term
- Research-based
- Results-oriented
- Ethical
- Client-centered
- Team-driven
- Well-resourced
- Customized
- Innovative

The “New Normal” Requires:

- A compelling and distinctive story
- Creative uses of new technologies
- Ongoing, sensitive stewardship
- A strong, emotional connection
- Eternal optimism

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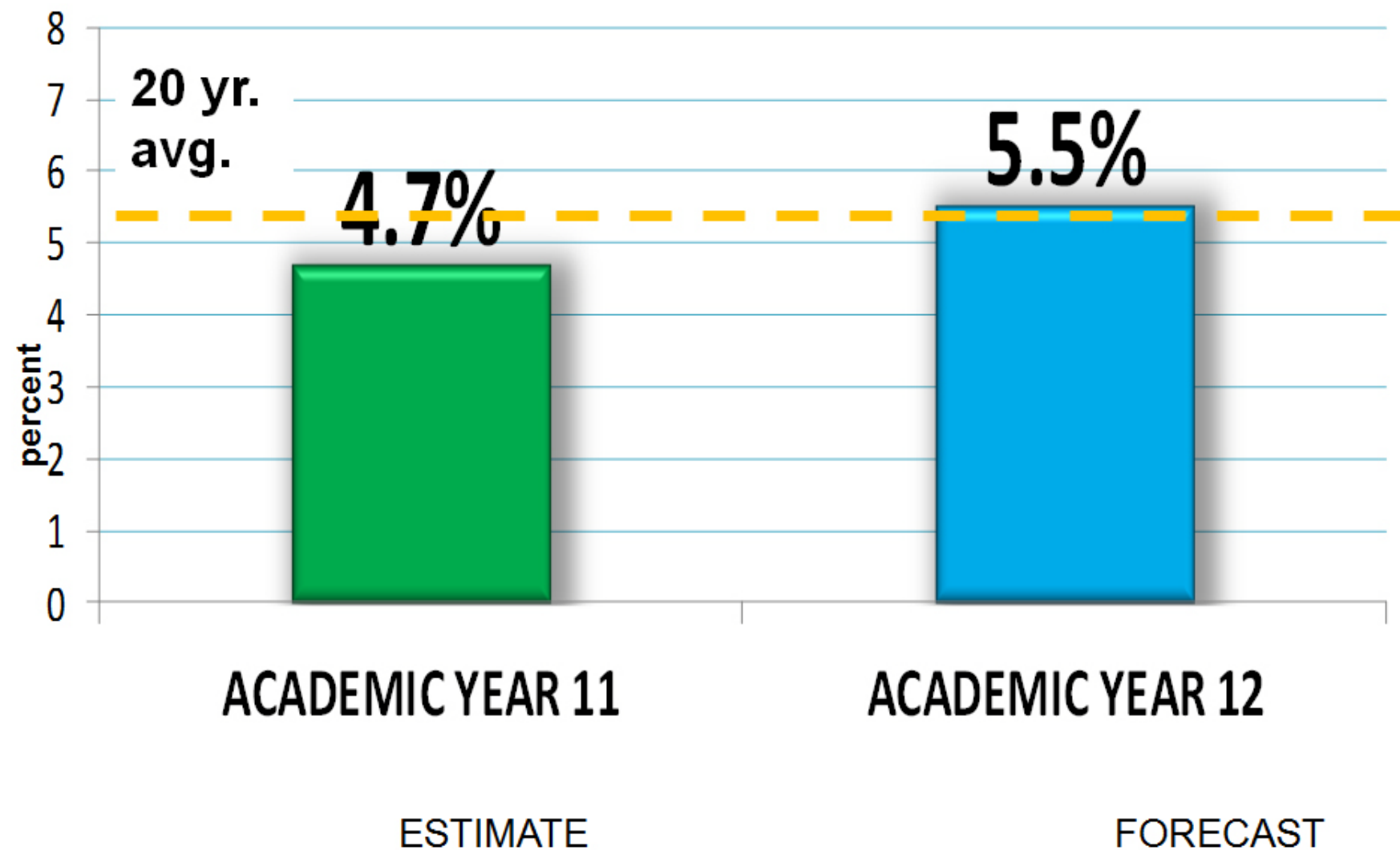
Successful Fundraising Programs:

- Ask!
- Thank!
- Value lifetime engagement with donors
- Align donor passions, institutional goals
- Recognize that people give to people
- Recognize that people give to winners
- Use campaigns purposefully

The New Normal for Fundraising Requires:

- Rethinking campaigns
- Reframing the case
- Reconnecting with donors
- Redoubling efforts
- Recalibrating goals

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Successful Alumni Programs:

- Value alumni in a variety of roles (advocate, donor, exemplar, etc.) and life stages
- Recognize alumni as the institution's most enduring constituency
- Treat the alumni body as a constantly growing asset
- Understand that alumni have a major stake in the value of the brand

The New Normal for AR Requires:

- More communication
- More community
- Shifts in forms of engagement
- Ongoing institutional commitment

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In Successful Comm. & Mktg. Programs:

- Communications is not an annual report
- Publics are not general; media are not mass
- Brand is not a logo
- Marketing is not a department
- Reputation is not ranking
- The competition is not the college next door
- The goal is not volume

The New Normal for Comm.&Mktg. Requires:

- Sharing control
- Engaging internal audiences
- Targeting influencers
- Focusing messages
- Reinforcing trust
- Measuring attitudes and behaviors

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Excellent time for field of advancement:

- Demand never greater
- Role never more strategic
- Respect never higher
- Opportunities never broader
- Work never more noble

Keys to your career development:

- Do a good job where you are now
- Continue to develop your skills
- Cross train
- Volunteer
- Be true to yourself



Professional
Development
ADVOCACY

INTEGRITY

QUESTIONS?

SERVICE

Recognition

Resources

ETHICS

INCLUSIVENESS

CASE.

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**Today's session evaluations
will be emailed to you.**

Session handouts are available at

www.casefive.org/conference/presentations/

Username: CASEV_attendee | Password: CASE_FIVE

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