



Elective sessions

Electives will be held concurrently throughout the week, during the allocated sessions. We would encourage you to choose your electives as the week unfolds with the exception of Monday 26 October.

Options for Monday's Elective 1 and 2 sessions will be sent to you on Monday 19 October to allow you time to reflect and sign-up for your choices on arrival and registration at the Institute.

Working with donors:

1. Cultivating Prospective Major Donors – Bill McGoldrick
2. How to Make a Successful Prospect Call – Mike Miller
3. Researching, tracking and managing prospects – Rob Henry
4. Stewardship and Donor Relations – Ann Badger & Clare Pullar
5. Strategic priorities and donor interests: striking the right balance – Angela Chapman
6. Building a bequests program: a case study from Scotch College – Alan Watkinson
7. Working with corporate donors – Mike Miller
8. Anniversaries and special milestone events – Mike Miller
9. Project identification and prioritisation – Jo Agnew
10. Making the case: Campaign Communications – Bill McGoldrick
11. Trusts and Foundations fundraising – Lorna Somers
12. Utilising New Media & Social Networks – Krista Slade
13. Annual Giving: best practices in communications & phoneathons – Rob Henry

Inside Your Institution:

14. Internal policies, procedures and what to do when you get a gift. – Mike Miller
15. Starting a development programme and what to focus on when starting up – Angela Chapman
16. Building alliances with other disciplines in support of the development office – Ann Badger
17. Working with leaders (role of the CEO, senior management, academics) – Bill McGoldrick
18. Working with volunteers (internal and external) – Clare Pullar
19. Staff: recruiting, retaining, goal setting, evaluating – Jo Agnew
20. Database management – Rob Henry & Krista Slade
21. Working optimally with consultants – Joanna Motion
22. Strategic planning for development – Bill McGoldrick

Broader topics:

23. Working cross-culturally in Asia – Angela Chapman
24. Asia Rising: Challenges & Opportunities – Krista Slade
25. Fundraising from outside your home country – Angela Chapman
26. Leadership, confidence and effectiveness on the team – Joanna Motion
27. Presentation skills – Jo Agnew
28. Practical etiquette for fundraisers – Lorna Somers
29. Building diversity in the profession – Rob Henry
30. Managing your career – Jo Agnew
31. How to work the room with style and success: the confident development professional – Lorna Somers
32. Fundraising in a difficult economy – Lorna Somers
33. Building a culture of asking and giving: philanthropy starts at home! – Ann Badger & Joanna Motion
34. International and independent school advancement: marketing and development in schools sector – Mike Miller

If you have any questions, please contact Sonja Dunphy at CASE Asia-Pacific on
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