Maximizing Executive Impact: Fundraising Excellence at HBCUs

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<tr>
<th>Intended Audience:</th>
<th>Education Points/Hours:</th>
<th>Duration:</th>
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<tr>
<td>Executive Professionals</td>
<td>6 CFRE</td>
<td>1 Day, In-Person</td>
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**Course Description:**
In today’s ever-changing world, it is key for HBCU executives to address fundraising strategically. This program is explicitly designed for HBCU executives interested in building a culture of philanthropy at their institution by aligning the strategic plan and the advancement plan, communicating their institution’s unique value proposition, determining effective strategies for engaging high-impact donors, and building relationships and trust with alumni. This course will be delivered as a roundtable that includes brief lectures, interactive peer discussions, and a culminating case study.

**Course Topics:**
- Building a Culture of Philanthropy
- Aligning the Strategic Plan and the Advancement Plan
- Communicating Your Institution’s Unique Value Proposition
- Determining Effective Strategies for Engaging Alumni
- Engaging High-Impact Donors