

BERGEN LEADERSHIP ACADEMY AGENDA

10/25/2019, ROOM S-134

TOPIC: Development and Fundraising

PRESENTERS: *Ron Miller, Thomas Giddens, Stanton Orser*

REQUIRED READING:

- <https://www.gailperry.com/top-10-things-to-understand-about-how-fundraising-really-works-today/>
- <https://link.springer.com/article/10.1057/palgrave.ijea.2150055>

PART I: Overview

- Fundraising and Advancement
- About the BCC Foundation
- Fundamentals of Relationship Management

PART II: Group Work

- What You Give Money to, and Why

PART III: Fundraising at Bergen

- Types of Fundraising
- Why new BCC donors are giving

FUTURE MEETING DATES

- **Friday – Nov. 22** – 9am-1pm (Rm A318): *Enrollment Management & Student Affairs*
- **Friday – Dec. 6** – 9am-1pm (Rm A318): *Human Resources & Legal Affairs*
- **Friday – Jan. 24** – 9am-1pm (Rm A318): *Finance*
- **Friday – Feb. 28** – 9am-1pm (Rm A318): *Institutional Effectiveness*
- **Friday – Mar. 27** – 9am-1pm (Rm A318): *Diversity & Inclusion*
- **Friday – Apr. 24** – 9am-1pm (Rm A318): *Academic Affairs*
- **Friday – May 22** – 9am-1pm (Rm A318): *Communication, Public Speaking & Owning Your Brand*
- **Friday – Jun. 19** – 9am-10:30am (Rm A318): *Program Commencement*