



Annual Fund Panel Discussion

November 7, 2019
10:00 a.m. - 10:55 a.m.
Regency Ballroom E

Panelists

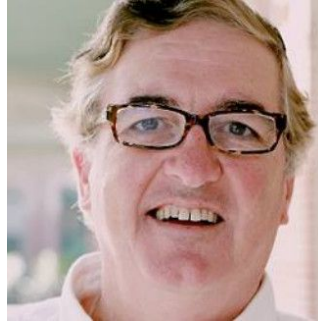
Sarah Evans Sprinkle



Senior Consultant



Jay Goulart



Vice President for Institutional
Advancement



Eric Zaytzeff



Director of Advancement



Coffee and Conversation



1. Why is the annual fund critical for your school?
2. How might one begin to design the annual fund donor journey?
3. If our school embarks on a capital campaign, how will this impact our annual fund?
4. How do we know the right amount to ask for?
5. Demonstrating gratitude - retaining annual fund donors.
6. Encouraging student giving, and how does this translate to alumni giving?
7. Questions from the audience...