



H E A D W A Y S

head-ways

noun, plural

Definition: To move forward or make progress, especially when circumstances make this slow or difficult.

Synonyms: Progress, make strides, gain ground, advance, proceed, move, get ahead, come along, take shape

HEADWAYS for Advancement Directors: Women in the Philanthropic Driver's Seat **2017-2018 Schedule and Topics**

HEADWAYS for Advancement Directors will be facilitated by Janis Martinson, NCGS Trustee and Former Chief Advancement Officer at Miss Hall's School (MA), and will occur on **Wednesdays at 4:00 p.m. Eastern Time:**

- ❖ **October 11, 2017: *Key Trends in Women's Philanthropy***
Topics to consider: historic wealth transfer, women's giving patterns, key decision-makers/influencers in couples/families, millennials vs. boomers, motivations to give, impact of these trends on advancement work
- ❖ **November 8, 2017: *Creating an Effective and Efficient Advancement Team***
Topics to consider: office structure, roles and responsibilities, role of the head, staff needs vs. budgetary constraints, major gift donor portfolios, research, foundations
- ❖ **January 10, 2018: *Alumnae Giving: Short-Term Gains, Long-Term Goals***
Topics to consider: alumnae participation, remaining connected with recent alumnae, affinity alumnae groups, alumnae regional chapters, naming opportunities, giving circles, planned giving
- ❖ **February 14, 2018: *Making Advancement a Community-Wide Responsibility***
Topics to consider: involving faculty and staff, developing student philanthropists, role of the board, adapting school traditions to include friend-raising opportunities
- ❖ **April 11, 2018: *Building for the Future: Implementing a Successful Capital Campaign***
Topics to consider: developing a successful campaign committee, pros and cons of a comprehensive campaign, role of annual gifts in a campaign, endowment fund-raising, alignment with strategic plan, campaign donor recognition, making the case, timing and marketing, choosing a campaign consulting firm