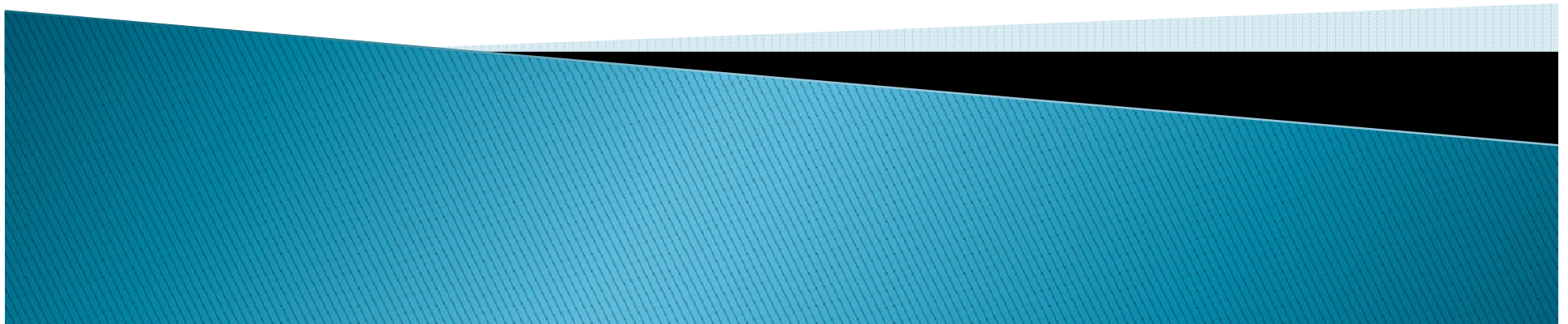


# Circles of Influence

Presented by  
Katie Gleason  
Executive Director, El Camino College



# Disclaimer:

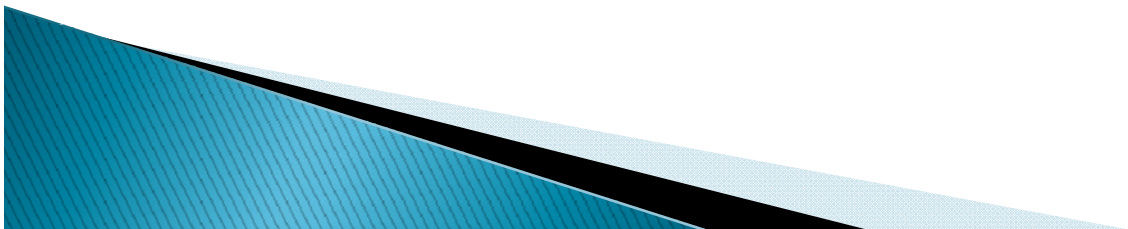
- »» What I am about to tell you is not new and many of us know it, but we are busy, pulled in many different directions and need to be reminded to focus on priorities....and your priority is to raise money for your campus!

# Community College Development

- » Stop talking about what we don't have and begin leveraging what we do have!

# Community College Foundations

- ▶ A powerful story
- ▶ Committed individuals to serve who serve on our boards
- ▶ Significant support from the community



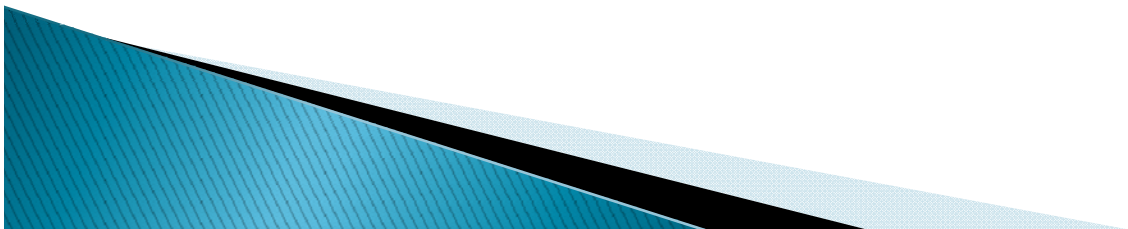
# These are unprecedented times for community colleges....

- ▶ Everyone in the state understands the budget crisis education is facing
- ▶ The high cost of education doesn't make sense in these difficult economic times
- ▶ We are changing the face of our communities...
- ▶ Philanthropy continues to be community oriented
- ▶ Donors understand the value of their contributions at community colleges vs. universities
- ▶ Tell your story, it's powerful!



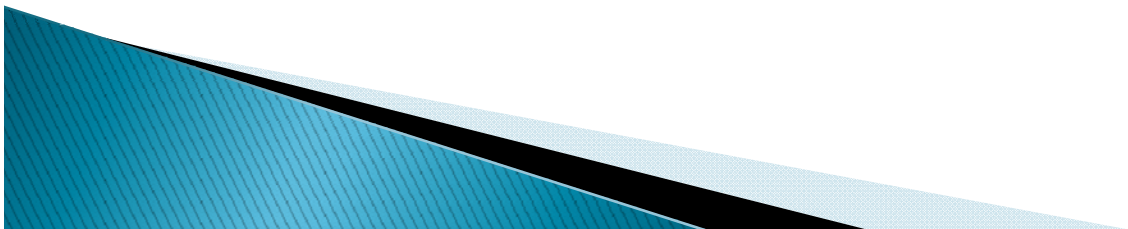
# Board of Directors

- ▶ YOUR BOARD SHOULD BE ONE OF YOUR MOST POWERFUL TOOLS
- ▶ Be selective
  - Don't accept "warm bodies"
  - Who should serve
    - Community Relations vs. Vice Presidents
- ▶ Set expectations
  - Annual contribution to your organization
    - Give or Get
  - They are on your board to work!
- ▶ The secret to a successful board is engaging each individual board member

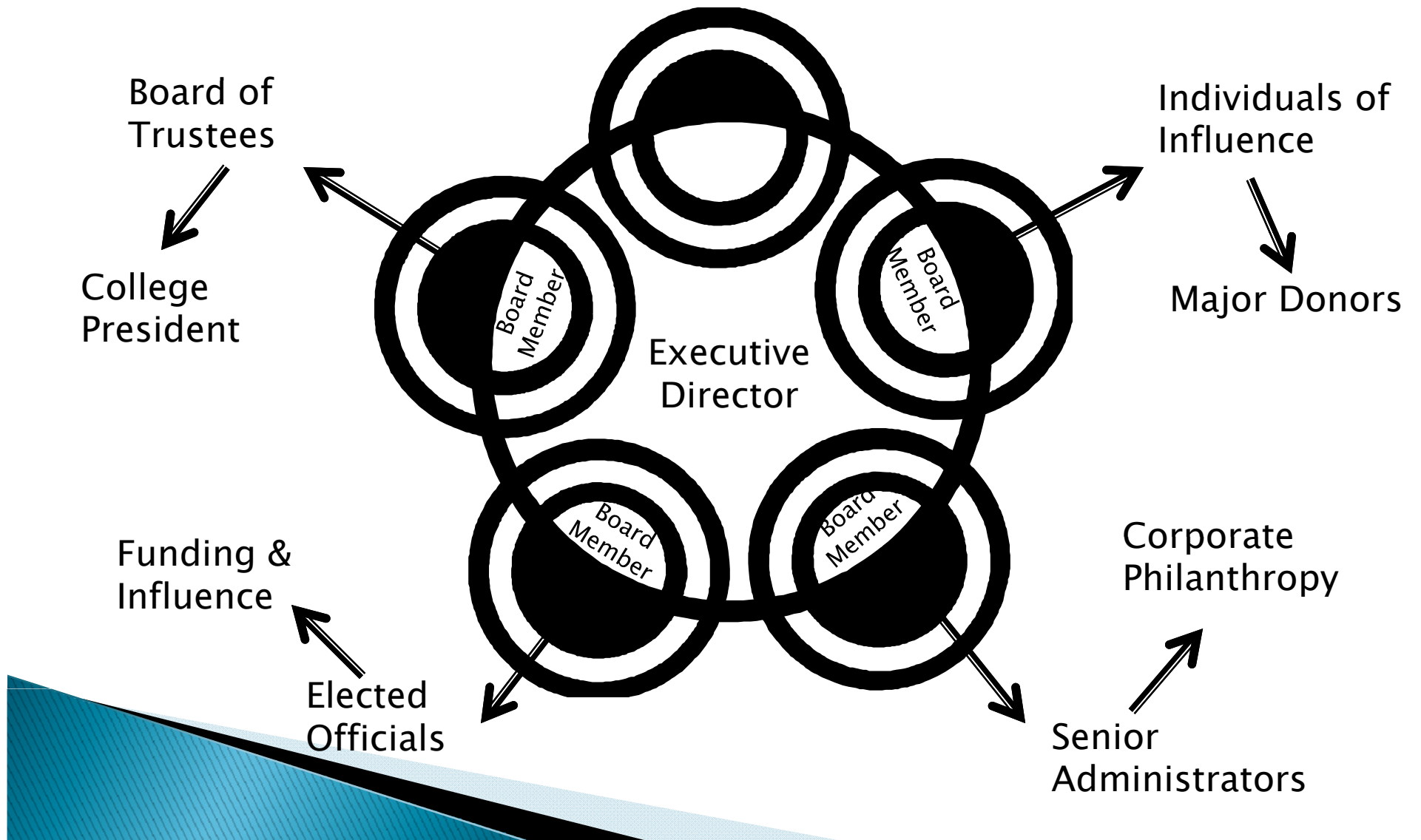


# Board of Directors

- ▶ Your board is not a single body
  - It is critically important to identify the strengths of each board members and work to those strengths
- ▶ Measure and manage their contributions
  - Attendance at meetings is not necessarily the only measure of a board member's participation
  - It is equally important to be aware of their individual weaknesses and not set them up for failure
- ▶ Leverage your board

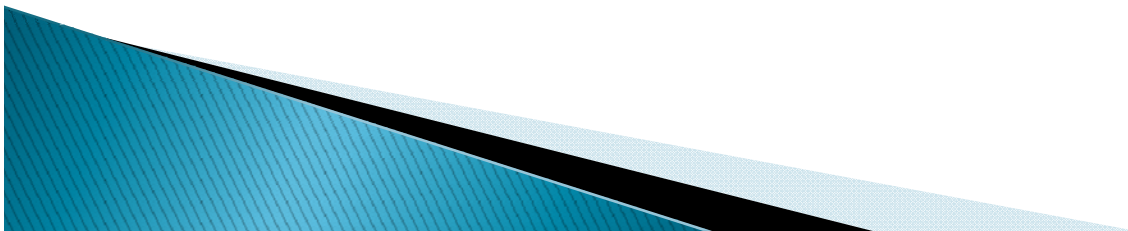


# Circles of Influence



# Example of growing support

- ▶ Video



# Expanding Circles of Influence

## BOARD MEMBERS –

- ▶ Senior level board members will attract their peers and colleagues
  - In turn builds support on your board and
  - Additional opportunities for corporate support
- ▶ They have access to major funding sources and are part of the decision making process

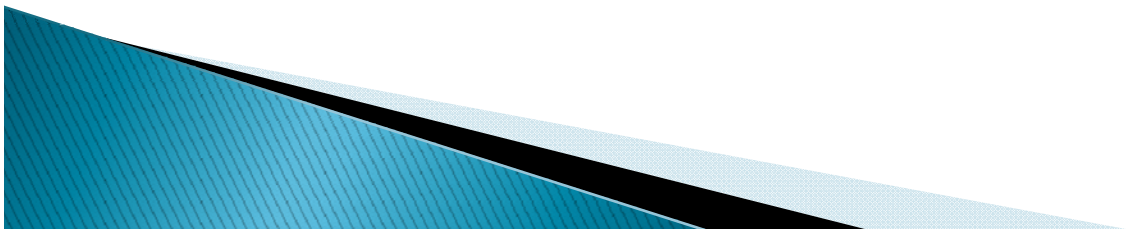
# Expanding Circles of influence

## DONORS

- ▶ Lead to other major gift opportunities from individuals – peer-to-peer connections
- ▶ Support from elected officials is a major draw for corporate support

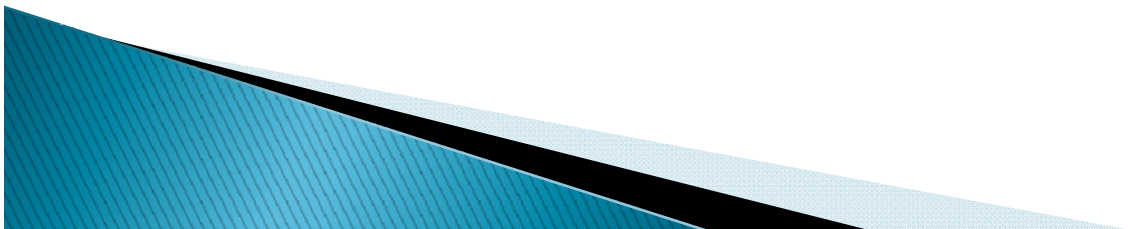
# Our #1 Priority

- ▶ Raise significant funds for your campus
- ▶ Raise the awareness of the importance of community college philanthropy
- ▶ Engage high-level influential individuals in your organization



# Our story is powerful....

- ▶ Community Colleges are a vitally important part of the educational system in this country
- ▶ Philanthropy for community colleges is undergoing revolutionary changes and growth
- ▶ You have an incredible opportunity to define, create and implement the philanthropic programs on your campus
- ▶ Tell your story



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