



## 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/Development/Alumnae Relations Directors: Women in the Philanthropic Driver's Seat 2019-2020 Schedule and Topics**

HEADWAYS for Advancement/Development/Alumnae Relations Directors will be facilitated by Christine Knight, Assistant Head of School for Advancement at Chatham Hall. Dates and times for the five discussions will be announced in mid-August.

❖ ***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

❖ ***Creating an Effective and Efficient Team***

Topics to consider: office structure, roles and responsibilities, role of the head, staff needs vs. budgetary constraints, performance metrics/benchmarks, major gift donor portfolios, research, foundations

❖ ***Alumnae and Parent Giving: Short-Term Gains, Long-Term Goals***

Topics to consider: alumnae and parent participation, making the case beyond tuition, remaining connected with recent alumnae, affinity alumnae groups, alumnae regional chapters, naming opportunities, annual giving campaigns, giving circles, endowed and planned giving

❖ ***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

❖ ***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