

## **HBCU Philanthropy Symposium**

The HBCU Philanthropy Symposium brings together development professionals from public HBCUs to discuss common challenges. Unlike many other conferences, this symposium is solely planned with development and philanthropy in mind, from a public HBCU perspective.

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## **?HBCU Philanthropy Symposium**

**sponsored by**  
**Thurgood Marshall College Fund**

**2015 Theme: A Consortium at Work**

**July 22-24, 2015**

**Delaware State University, Dover, Delaware**

### **REGISTRATION**

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"The single most difficult challenge facing HBCUs is to identify major funders/investors in our institutions and students. We have a strong history of delivering positive educational outcomes with underrepresented, disadvantaged student populations, but this work requires significant financial resources." Johnny C. Taylor, Jr., President & CEO of Thurgood Marshall College Fund

"Engaging alumni in the philanthropy process is vital to the success and survival of HBCUs. Through the HBCU Symposium, advancement professionals share and learn best-practices regarding alumni relations, fundraising, advancement services, communications and marketing. This comprehensive approach to HBCUs and educational advancement is critical and should not be missed!" Rob Henry, executive director of Emerging Constituencies, CASE

## **About**

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Dear Colleagues:

I hope to welcome you to the 4<sup>th</sup> Annual HBCU Philanthropy Symposium on July 23-24, 2015. We have also added a pre-symposium workshop on July 22.

I really hope you will participate with us this year as we have a powerful agenda planned that includes keynote addresses from Johnny C. Taylor, Jr., President & CEO of Thurgood Marshall College Fund and William F.L. Moses, managing director for the Kresge Foundation Education Program.

The HBCU Philanthropy Symposium brings together development professionals from public HBCUs to discuss common challenges. Unlike many other conferences, this symposium is solely planned with development and philanthropy in mind, from a public HBCU perspective.

The HBCU Philanthropy Symposium targets Annual Giving, Alumni Relations, Major Gifts, and Corporate and Foundation Relations. Participants have the opportunity to discuss and strategize challenges specific to your institution. Be prepared to engage and share best practices with peers who are looking for solutions to many of the same challenges you face every day.

The best part is that you walk away with solutions and ideas to help you raise more money for your institution and cultivate a stronger donor base.

I hope you will join us July 22-23.

Sincerely,

Vita Pickrum, CFRE  
Sr. Associate Vice President for Development  
Delaware State University

## Partners

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[Thurgood Marshall College Fund](#) [2]



[Council for Advancement and Support of Education](#) [1]

## Symposium Agenda

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## **Pre-Conference**

The purpose is to engage in professional development activities that will help lead to the completion of a joint proposal among consortium schools to develop a sustainable model for building student philanthropy councils.

*The Professional development and pre symposium is made possible by a grant through the CASE District II Venture Fund.*

- 9 a.m.           **Registration**
- 9:30 a.m.       **Welcome and Overview**
- 10 a.m.         **How to Work together as a Team during Strategic Planning**  
  
Dr. Michael Boone
- 11 a.m.         **Building and Maintaining a Successful Student Philanthropy Model**  
  
Robyn Neeley, CASE
- 12 noon         **Lunch**
- 1:00 p.m.       **Student Engagement Project**
- 2:30 p.m.       **Break**
- 2:45 p.m.       **Student Engagement Project**  
  
**Vice President's Roundtable**
- 4:15 p.m.       **Wrap up**
- 5 p.m.          **Group Dinner**

## **Thursday, July 23**

- 8 a.m.                               **Registration (Full Breakfast)**
- 9 a.m.                               **Welcome and Opening**
- 9:15 a.m.                           **HBCU Transformation in the 21st Century**  
  
Dr. Harry L. Williams, president Delaware State University
- 9:30 a.m.                           **Year in Review**  
  
Moderator - Larry Green, vice president for Development, Cheyney University
- 11 a.m.                              **Professional Development - Session 1 (CFRE credits)**

	<b>Do's and Don'ts of a Successful Campaign</b>
	Presenter - Felicia Murphy-Phillips, CFRE, executive director of the UDC F of Columbia
	<b>Major Gifts</b>
	Presenter - Dr. Ohmar Land, director of Major Gifts, Bowie State University
	<b>Donor Move Strategies</b>
	Presenter - Donna Howard, CFRE, director of Development, Morgan State U
12:15 p.m.	<b>Luncheon – Keynote Address</b>
	Johnny C. Taylor, President & CEO, Thurgood Marshall College Fund
1:30 p.m.	<b>Alumni Engagement</b>
	Alumni Directors Panel
	<b>Metrics and Data</b>
2:30 p.m.	Rob Henry, executive director of Emerging Constituencies and Online Prog
3:30 p.m.	<b>Break</b>
3:45 p.m.	<b>Professional Development - Session 2 (CFRE credits)</b>
	<b>Do's and Don'ts of a Successful Campaign</b>
	Presenter - Felicia Murphy-Phillips, CFRE, executive director of the UDC F of Columbia
	<b>Major Gifts</b>
	Presenter - Dr. Ohmar Land, director of Major Gifts, Bowie State University
	<b>Donor Move Strategies</b>
	Presenter - Donna Howard, CFRE, director of Development, Morgan State U
5:00 p.m.	Recap of the Day
6 p.m.	<b>Dinner</b>

## **Friday, July 24**

8:30 a.m.	<b>Breakfast</b>
9:00 a.m.	<b>Keynote Address</b>

William F.L. Moses, managing director for Education Programs, The Kresge Foundation

- 10:00 a.m.     **How Institutions must Rethink and Take Action Regarding our Corporate Strategy**
- Jennifer Wider, vice president of Innovation and Strategic Initiatives, Thurgood Marshall College Fund
- 11:00 a.m.     **Consortium Group Strategy Session**
- 12 noon       **Lunch and Learn**  
Why get your CFRE?
- Alicia Crittendon, certification manager, CFRE International
- 1:00 p.m.     **Closing Remarks**
- Next Steps
- \*The agenda is subject to change

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## **Registration**

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If you are paying by check, make check payable to Delaware State University Foundation, Inc.

Mail to:  
Delaware State University Foundation  
c/o HBCU Philanthropy Symposium  
1200 N. Dupont Hwy.  
Dover, DE 19901

## **Hotel Reservations**

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**Make your hotel reservation**

[Fairfield Inn & Suites](#) [3] | 302.677.0900

Ask for the HBCU Symposium rate — \$89 per night plus applicable taxes

Deadline to receive Symposium rate is July 10

## Contact

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**Source URL:** <http://www.desu.edu/development/hbcu-philanthropy-symposium>

### Links

- [1] <http://case.org>
- [2] <http://www.tmcf.org/>
- [3] <http://www.marriott.com/hotels/travel/dovfi-fairfield-inn-and-suites-dover/>
- [4] <mailto:lprior@desu.edu>