

Everyone smiles when they give; a new era of philanthropy

Abstract: Philanthropic giving to WSU has increased 10-fold in the last 3 years, and has included several \$million+ gifts. How has this happened, and how can you help to secure major gifts for your School or Institute? Come and hear how the Advancement team have worked with our donors, researchers and professional staff to build a well of philanthropy for WSU. Through telling the stories of some of our most inspirational and impactful gifts, the Advancement team will share the 'secrets' of fundraising success, and the tools you can use to build transformative relationships with potential donors.

Target Audience: Professional Staff in Schools, Institutes, Divisions, Units

Take home message:

- Philanthropy is not scary, but it does take time and it's a mix of art and science
- Philanthropy is about joyful giving, not twisting people's arms
- Philanthropy is about passion, involvement and impact. It's not about the money.
- All staff have a role to play; donors come to us by many routes.