

Seven Tactics for Mobilizing External DEI Resources

- Have a vision for DEI resource mobilization that is rooted in and intertwined with the university mission.

- When asking folks to contribute, it's important to show that you are so passionate about the mission that you have already put your money where your mouth is. Use payroll deduction, contribute to Giving Day, find ways to advance the work of individual units on campus that are especially aligned with your mission.

- People give to people first. It's important to cultivate and build durable relationships. The gifts follow from genuine and authentic relationships.

- Professional development in Philanthropy arms you with the language, insights and skills to be a viable partner with your campus' VP for Advancement. For example, The IU School of Philanthropy offers online course and certificates build knowledge and skill in philanthropy.

- Work with your VP for Advancement to help Development Officers gain comfort in asking for gifts that support of the mission of equity and inclusion.

- Building relationships and cultivating gifts is hard work and it is impacted by externalities beyond one's control, including market forces, changes in giving abilities. In addition to donor support, work with the Office of Research to identify potential funding agencies.

- No gift is the result of a single person's effort. Sharing credit is an important way to strengthen relationships that are key to building ongoing pathways of philanthropy.

Be Mission Focused

Go first

Build Relationships

Educate Yourself

Cultivate
Development
Officers

Be Persistent and
Use Multiple
Routes for Success

Share the Credit