



Facets of Advancement Services:

Avoiding Silos in the Pursuit of Institutional Advancement

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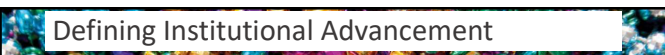
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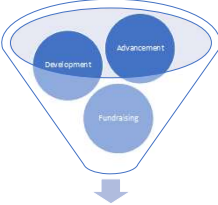
People Are Who They Are!

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Defining Institutional Advancement



Institutional Advancement

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Defining Roles & Responsibilities

Alumni Relations
Institutional Advancement
Communications
Development
Marketing
Advancement Services

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Defining Policies and Procedures

Donors	Gifts	Campaigns
<ul style="list-style-type: none"> Individuals Organizations Corporations Foundations 	<ul style="list-style-type: none"> Acceptance Recording Acknowledgement 	<ul style="list-style-type: none"> Funds Appeals Events

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What is Advancement Services?

Association of Advancement Services Professionals (AASP)

Advancement services professionals employ their expertise in managing, analyzing, and leveraging the needed to inform organizational strategy and conduct the operations that engage and steward nonprofit organizations' stakeholders, supporters, and members.


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Advancement Services: Data Governance

Association of Advancement Services Professionals

- Advancement Management
- Campaign Management
- Donor Relations & Stewardship
- Information Management
- Legislation and Our Data
- Prospect Development
- Records Management


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What Does it All Mean?


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Defining Advancement Services Processes

- Communication**
 - Ask Questions
- Documentation**
 - Establish the Expectation
- Training**
 - Set the Standard


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