Roundtable Topics and Talking Points

Thank you for agreeing to serve as moderator for a roundtable/breakout session. Below are several tips and the discussion points for all the breakout session as a reference only.

Tips for facilitators –
- Your group will all have the talking points in their registration packets (color coded by session.)
- Feel free to take your group out of the main ballroom to meet.
- You will find extra note sheets in your packet in case you have additional people join.
- Feel free to add to the talking points.
- Let everyone review the topics and discuss those which they have questions or input.
- Help facilitate “equal opportunity” and when it is time to move on to another topic.
- Each roundtable topic will have a discussion forum available through the AVAP website following the conference. Please take notes and post them in the appropriate discussion forum. If specific examples or topics that require more in-depth conversation arise, encourage individuals to share more through the post-conference discussion forum.

Major Gifts: Getting out the Door:
- Travel tips and tricks
- Donor dinners - the secrets of paying the bill and communicating with restaurant staff
- How to make the cold call and how to get strangers to say yes
- Using technology to help map prospects and visit route (google maps, MapPoint, etc)
- Home base support – how admin support us while on the road
- How to deal with last minute donor cancellations when traveling with the dean/faculty
- Being flexible - life when you are the “if I don’t have anything better to do” option
- Technology – changing the way we visit with prospects (Skype, Facetime, GoToMeetings, etc)

Major Gifts: Using National Conferences to Your Advantage:
- Conference Registration woes
- How to connect with new donors and friends
- How to effectively work with vendors
- Using groups to your advantage
- How to get young people involved
- Making strategic corporate connections
- How to manage your time effectively
- Involvement in State Vet Conferences

Major Gifts: In Depth - led by Joe Tumolo

Leadership: Strategic Planning, Metrics and the Bottom Line:
- Examples of successes and failures
- Motivating staff to meet metrics
- How to effectively measure the bottom line
- Calculating participation rates
- What are obtainable goals
- How do we measure participation (data collection and accuracy)
- How do we effective increase it
Leadership: One Health Initiatives:
- What is it really?
- Campaign materials and messaging
- Examples of messaging
- What this means for your college
- How to interpret this to clients and alumni
- What makes you different
- Collaboration opportunities with other divisions/colleges on your campus

Corporations and Foundations: AAVMC – In Depth – led by Jeff Douglas

Corporations and Foundations: Successful Solicitations:
- Examples of effective partnering
- How to utilize your alumni connections
- How to work from ground zero
- Getting your foot in the door
- How to build on existing relationships
- Where is the Vendor Policy now? Where is it going?
- Working with SCAVMA and other student orgs soliciting corporate partners
- Recognition of industry partners on the campus level
- Feeding programs - present and future
- Recording and recognizing gift-in-kind

Marketing and Communications: Social Media:
- Tips, tricks, successes, failures
- Examples of social media success
- How to manage negative comments
- How to involve alumni
- Monitoring and managing review sites (yelp, Angie’s List)
- Media stories that push “donations” to an individual patient’s VTH account.
- Taking advantage of campus/Alumni Assoc. marketing and communications resources

Marketing and Communications: Crisis Communications:
- Success and failures
- Plans, tips and tricks
- What to do and what not to do
- How to survive
- Examples and shares
- Disaster Preparedness - Being Proactive
- What to do when you are forced to be reactive
- Who will deliver the message? How will you prepare them?
- Enable feedback
- Follow up when additional communication is required

Marketing and Communication: Communication Plans:
• Examples, Formats, and implementation
• What to include and what to exclude (Audience, Outcome, Message, Approach, Timing, Delivery, Measure/Follow Up, etc)
• How to set yourself up for success
• Resources available (campus, external, internal buy-in)
• Who are you speaking to/for? - The diversity of our constituent groups
• Maintaining constancy
• Managing brand including University branding limitations and resources

Marketing and Communications: Integrated Marketing – In Depth – led by Sean

Alumni Relations: Transitioning Students to Alumni:
• Successful mentoring programs
• How to prepare students for alumni communications
• How to work the transition
• How to effectively communicate to young alumni
• How to create partners
• How to involve them
• Designating class representatives and staying connected
• Involvement with and through the University’s Alumni Association

Alumni Relations: Events:
• How to create lasting memories
• Success and failures
• Increase participation
• How alumni can help
• How to plan
• New and improved ideas
• Overthinking the everyday cocktail party
• How are events different for CVM constituencies
• Unique issues we have to overcome and how have people done that

Alumni Relations: Boards and Board Relations:
• Who do you recruit and manage
• What is the boards function – Advisory, Development, recruitment, event planning, etc.
• Making it worth their time
• When do you need a board
• What action items to you present
• How to keep boards from steamrolling staff
• Adding value to the board volunteer experience
• How do you survive when you are in over your head
• How to influence volunteers
• How to create a positive experience

Annual Fund: Successful Annual Giving:
• How to keep donors from lapsing
• Creating a monthly giving program
• Creating value added appeals for lapsed donors
• How to set effective goals (or not)
• How to answer the dreaded “participation rate” question
• Pet memorials – clinics vs individuals
• Stewardship of annual gifts
• When is an annual donor considered to a MG prospect

Annual Fund: Direct Mail:
• Successes and failures
• How to stand out in a sea of trash mail
• How to get creative
• How do you measure success
• How do you keep donor interest
• Dealing with the lag time from design to in-hand materials in an ever-changing world
• Outsourcing vs in-house

Stewardship: Managing important relationships:
• What to do after the gift and the paperwork
• How to keep legacy donors top of mind
• What happens when things go wrong
• What to do when University “help” isn’t helpful, and there are too many cooks in the kitchen
• Using students in stewardship
• Promise vs action: Dealing with the prospect who continues to only “dangle the carrot”
• When your organization’s gift timeline is different than the donors and you are stuck in the middle
• Facing the inevitability of staff changes from the DO to the Dean

Cultivation: Mining for new donors:
• How to fill the pipeline
• How to turn turning coal into diamonds
• How to connect with names that keep coming up
• How to get your foot in the door
• Research techniques
• Recognizing clients with potential
• From client to donor

Cultivation: Client Relations:
• How to work with new clients
• How to keep faculty involved
• Creating welcome packets and hospital surveys
• What works what doesn’t
• Successful phone solicitations
• Introducing development
• How to keep clients grateful