Engaging Faculty in Fundraising Resources
AVAP- Denver, July 2014

Books
- “Making the Ask” - Jerry Panas
- “Making the Case” - Jerry Panas

Websites

Articles
- “Leading the way: The role of presidents and academic deans in fundraising” - J. Bradford Hodson New Directions for Higher Education
- CASE currents:
  http://www.case.org/Browse_by_Professional_Interest/Campus_and_External_Relations/Deans_and_Faculty.html

Training Programs
- Advancement Resources - http://www.advancementresources.org/
- CASE
- Academic Impressions - www.academicimpressions.com

Other materials
- Project outline - UC Davis example