



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**
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