

## 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.*

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### 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 effectively 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