



# Presidential Spouse and Partner Engagement in Fundraising



The Council of  
Independent Colleges

**ENGAGING  
COMMUNITIES**

2025 Presidents Institute ● **Spouses and Partners Program**

January 4–7, 2025 ● JW Marriott San Antonio Hill Resort & Spa ● San Antonio, Texas



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Independent Colleges

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2025 Presidents Institute ● **Spouses and Partners Program**



# Presenters

*Chad Jolly*, Partner, Gonser Gerber LLP

*Judy Drake*, Presidential Spouse, Central Methodist University (MO)

*Kevin Miller*, Presidential Spouse, Goshen College (IN)

*Anthony Tillman*, Presidential Spouse, DePauw University (IN)

Established in 1950 as North America's first *Advancement and Leadership Consulting* firm, we provide innovative and customized consulting services to educational institutions and other non-profit organizations.

We partner with CIC institutions in the work of enhancing philanthropic capacity and fulfilling mission potential.

# Advancement

*"Advancement is a strategic, integrated method of managing relationships to increase understanding and support among an educational institution's key constituents...."*

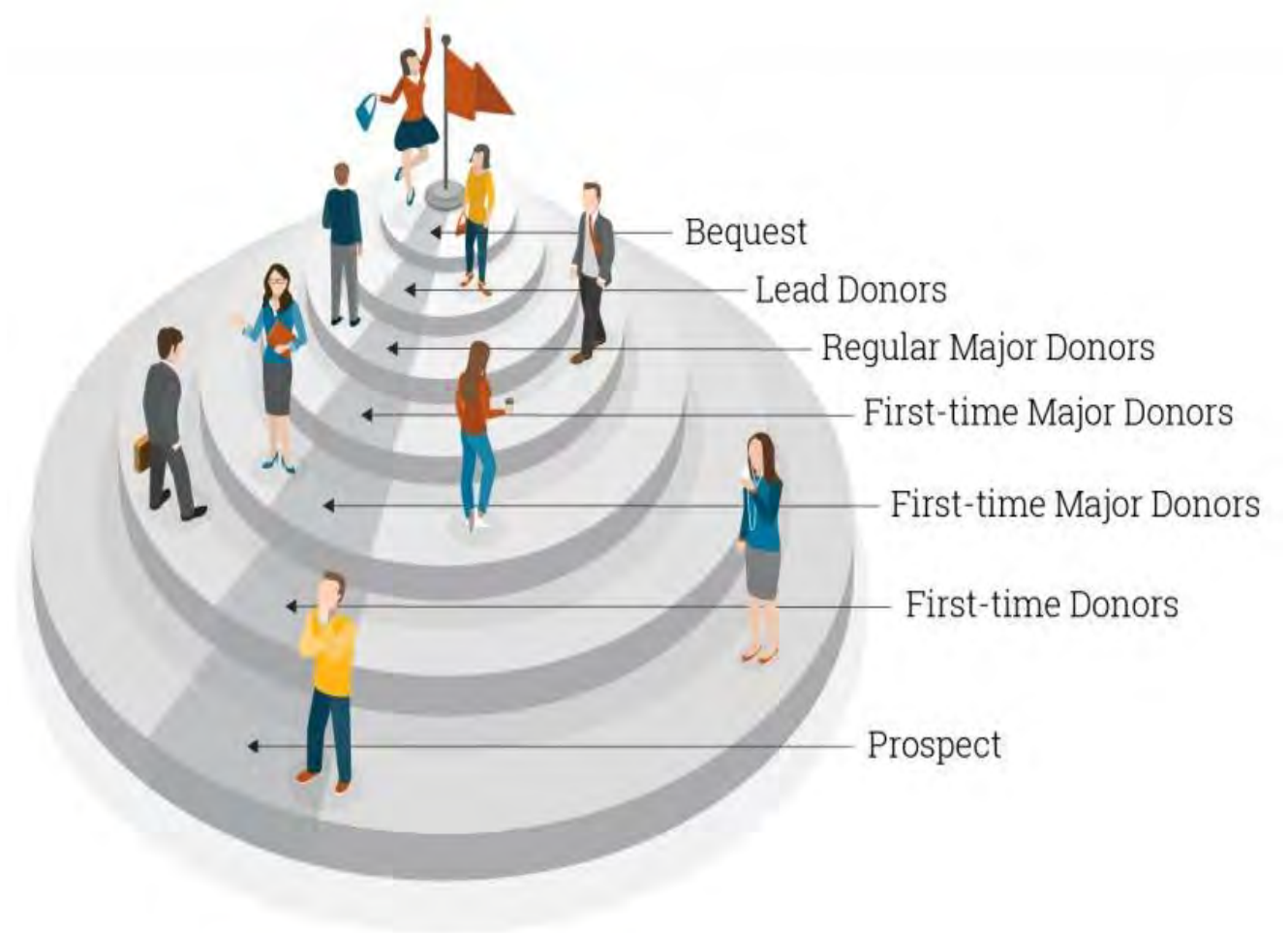
- Council for Advancement and Support for Education

# Funding the Mission

- Net Tuition Revenue
- Endowment Earnings
- Gifts from Those Who Believe in the Mission


# Elements of an Advancement Program

- Constituent Relations Programs
- Annual Giving Program
- Major Gifts Program
- Planned Giving Program





# Presidential Advancement Responsibilities

- 
1. Articulate a compelling strategic vision for the future.
  2. Serve as chief fundraiser and fundraising spokesperson.
  3. Support and partner with the Vice President for Advancement.
  4. Actively steward a portfolio of major donor prospects.
  5. Engage Board members in philanthropic endeavors.



# Tradition Spouse & Partner Roles

- Partner/Spousal Support
- Hospitality
- Top Institutional Advocate!

# Powerful Advancement Roles

- Partner/Spousal Support
- Hospitality
- Top Institutional Advocate!
- Program Advocate
- Board Engagement Specialist
- Prospect Cultivation Star!

# Do's and Don'ts

## ○ Do

- *Embrace Development Work*
- *Seek Role Clarity*
- *Live Into Your Strengths*
- *Realize Your Powerful Voice/Example*
- *Partner with Advancement and Key Departments*
- *Seek to Understand How You And Your Spouse Are Perceived*
- *Remember People/Stay Organized*
- *Love "Our Place" and Your President*

## ○ Don't

- *Move Forward Without Role Clarity*
- *Hesitate to Share Your Preferences*
- *Do Other People's Jobs*
- *Speak for the President*
- *Ignore Board Members*



# Live Into Your Strengths!

# Panelist Questions

# Audience Questions



# Thank You for Attending!



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