

**Northeast Development Officers
July 10-12, 2011
Mystic, Connecticut**

Sunday, July 10, 2011

5:00-8:00 p.m. Opening Reception at Mystic Hilton

Monday, July 11, 2011

7:00-8:00 a.m. Breakfast at Mystic Hilton
Food Systems Meeting (Calvin, Place, Hare, Katz, Benning)

8:00-9:00 a.m. General Session at Mystic Hilton

9:00-10:00 a.m. **Extension Development Officers**

10:00-10:15 a.m. Break

10:15-11:45 a.m. **Extension Development Officers** (Continued)

12-1:15 p.m. Joint Luncheon

1:30-2:30 p.m. NEED-NERA Joint Meeting

2:30-3:00 p.m. NEED-CARET Joint Meeting

3:00-3:45 p.m. NEED and Extension Development Officers

4:00-8:00 p.m. Mystic Seaport and dinner at Latitudes

Tuesday, July 12, 2011

6:45-7:45 a.m. Breakfast at Mystic Hilton

7:45-3:00 p.m. Joint Session at Avery Point, Branford House Mansion

Suggested Discussion Topics

- 1) Structure of development offices related to extension fundraising including suggestions on structuring
- 2) Make up of fundraising activities (percentage of time spent on major gift fundraising, individuals vs. corporate, events, annual fund, etc.)
- 3) Composition of the prospect/donor database (percentage of alumni, faculty/staff, community members, master gardeners, corporations, foundations, etc.)
- 4) The most fundable areas and projects in extension
- 5) Examples of successful strategies for individual donors and for growing the individual donor base

- 6) Growth in development offices and examples of where internal resources are most useful
- 7) Development messaging, especially as it relates to different segments of potential prospects in extension
- 8) Resources provided to development offices for extension fundraising from respective universities
- 9) NE Regional Meetings
- 10) Other