



Getting the Green: Fundraising Campaigns for Community Colleges

Stuart Grover

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An essential resource for helping your college reach its fundraising goals. Your step-by-step guide to planning, executing, and following up on campaigns that can help your community college achieve its fundraising goals. From testing feasibility, to identifying supporters and thanking and retaining volunteers and donors, this guide offers community college-specific guidance at every turn. What you discover can turn an often stressful activity into a high-energy, high-paced positive experience. Discover: • What makes raising money for community colleges unique. • Why raising money for small, rural schools differs from raising money for larger schools or multicampus systems. • How to ensure that your program meets donors' needs while remaining transparent and accountable. Which processes and strategies result in the largest gifts and the most satisfied donors. • How to ensure that your campus and your surrounding community get involved.



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