

Guide to Diamond Honoree Campaign Coordinators

Thank you for interest in submitting a nomination for the **ACPA Foundation's 2009 Class of Diamond Honorees**. **You will be notified in August 2008 whether or not your nominee has been selected by the Foundation's Board of Trustees.** Should your nominee be among those selected, you are encouraged to begin soliciting contributions as soon as possible. **The goal for each campaign is to reach the minimum contribution level of \$1,500 by December 31, 2008.**

Information for Possible Campaign Coordinators

➤ **You will need to generate a list of potential donors**

While, your nominee is in the best position to know who may wish to support the campaign, it is also appropriate for you to generate a list of those you feel may be interested in honoring your nominee. That list could be sent to your nominee to review, just in case there are "issues" pertaining to one or more individuals that may make it best for them not to be contacted. You should also request that your nominee provide you with additional names and email addresses of those who he or she believes may be interested in participating in the campaign.

It is very important for you to verify that the person you wish to nominate is supportive of you doing this on his or her behalf. Be sure to let the nominee know that the Diamond Honoree program is both a recognition program and a fund-raising activity. Some folks may be reticent about having money raised in their name.

Sometimes, potential nominees will want to know if those who are not members of ACPA may be placed on the list of potential donors. The answer is a resounding "yes!" One of the ways that the Association is able to reach out to potential members and to other stakeholders in higher education and beyond is through honoring those who may be known to the potential donor. This sends an important message to the potential donor that ACPA values those colleagues that the donor also holds in high regard.

➤ **Recruiting assistance**

If your nominee is still working or has recently retired, try to identify a key person on the individual's campus who is willing to contact potential donors. Sometimes this will be a support staff member or another senior colleague who has worked closely with the individual.

You may also wish to identify professional networks/groups with which the nominee is involved and to contact them about this honor and their opportunity to participate: e.g. organizations other than ACPA with which the individual has contributed in significant ways, former or current graduate students with whom the individual has had close contact, entities within ACPA where the individual has made significant contributions such as state or international divisions, standing committees, or commissions, and so on. Such ACPA entities have supported Diamond Honoree campaigns in the past. Use of the ACPA listserv to solicit on behalf of a nominee should be cleared through the ACPA International Office.

Finally, you may wish to recruit a few other professional colleagues who know the individual well to help you with the solicitation process—it is always helpful to share responsibility. It is suggested that not more than one or two additional persons be involved in this manner, and that at least informally you discuss who is to be contacted by whom. We want to avoid colleagues receiving more than one call on behalf of a nominee where possible. Please also be sensitive to the fact that some you contact will know more than one nominee and may have been previously contacted—just be your gracious self and all will be fine!

➤ **Managing information**

If you are serving as the campaign coordinator for more than one nominee, it may be helpful to develop a spreadsheet of the possible donors and their email addresses, as well as to indicate for whom each donor will be solicited. Developing this spreadsheet before the actual solicitation avoids the awkward possibility of soliciting any one donor multiple times on behalf of more than one nominee. You will receive regular reports, approximately once a month, of contributions received in honor of your nominee.

➤ **Amount of donation to suggest**

This is a very personal matter and you may or may not know the level of contribution the person you are contacting is able to consider. Really, any amount is acceptable. You may wish to encourage between \$50 and \$75, but please be certain to indicate that any amount is appreciated in order to encourage contributions from all who wish to participate. Organizations or campuses may be willing to make more significant gifts. Suggesting an amount between \$500 and \$1,500 is certainly reasonable. In the end, donors will give what they can, whether they are individuals or organizations.

➤ **Timeline**

You should strive to meet your goal of \$1,500 by December 31, 2008. Obviously, the more you are able to raise, the better it is for the Foundation and for ACPA. We can and will continue to accept contributions after that date, but the earlier you are able to reach the minimum, the better it will be.

General information

You may be asked by a potential donor how the money raised will be used by the Foundation. While there is no one program or activity that benefits from the resources realized from the Diamond Honoree program, in the past money raised has supported:

- ◆ Annual research grants for which an ACPA member is the principal investigator. \$10,000 in grants are awarded annually. Since 2001, the Foundation has awarded more than \$70,000 to ACPA members.
- ◆ The convention activities of *Annuity Coeptis*. Approximately \$2,500 is provided annually.
- ◆ Travel scholarships that assist members attending the Donna M. Bourassa Mid-Level Management Institute.
- ◆ Programmatic and development initiatives as determined by the Association leadership. The Foundation's annual contribution is \$24,000.

The 2009 Diamond Honorees will be featured on the ACPA Website, in E-alerts to all ACPA members, and in the online *Developments* Newsletter. The Foundation's annual campaign materials, which go to the general membership in late Fall or early Spring, will also remind members of their opportunity to honor one or more Diamond Honorees.