

# YOU, ME, *and the VC*

## SIX TIPS FOR MORE EFFECTIVE WORKING

The ability for the Director of Development and Vice-Chancellor to work collaboratively together is paramount to fundraising success.

These six principles will help you maximize your impact.

### RESPONSIBILITY

Include fundraising in the job description for the Vice-Chancellor, with time dedicated to high-impact activities.

### ACCESS

Provide the Director of Development with direct and frequent access to the Vice-Chancellor.

### PROTOCOL

Establish a protocol where the Director of Development can report and influence strategic priorities.

### PROSPECTS

Allocate the VC a prospect list that is managed by the DoD or Development team.

### EXPECTATIONS

Set clear expectations around asking in the prospect cultivation plans and be prepared to provide coaching.

### TRAINING

Include Reputation Management and Ethics training and regular briefings on standard practice to senior management.