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Brown Bag Discussion: Development 101

Center for Persons With Disabilities

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BROWN BAG DISCUSSION: DEVELOPMENT 101

October 10, 2011 by cpehrson

Do you know the difference between Lybunts and Sybunts? Or the difference between data mining and data integrity? Do you know what shadow data bases are? Or, here's a good one, do you know what the '1888 Club is?

CPD staff who attended this month's Brown Bag Discussion do.

Our new Associate Director of Development, Shane Johnson, opened up the world of development to us as he shared the basic strategies used in planning development in higher education settings.

The key to an active development program, he said, is to get the word out about the many projects and programs that the CPD is involved with and how they benefit the lives of individuals with disabilities and their families. In other words, put a face to it. When approached, people will support something they are passionate about that they know will improve someone's life.

It sounds fairly simple, but there is much more to it than meets the eye. Shane told about the many levels of giving and how to employ targeted solicitation methods. He also mentioned that the method of communicating with people is changing rapidly; face-to-face, phone, mail, email, texting, and more recently using social media such as twitter and facebook.

It sounds like our Development Director will be busy as he lets this community know of the valuable work that is being done here at the CPD and encouraging their continued support.