Meet Shane Johnson, Our New Associate Development Officer

Center for Persons With Disabilities

Follow this and additional works at: https://digitalcommons.usu.edu/cpd_blog

Recommended Citation
https://digitalcommons.usu.edu/cpd_blog/439

This Book is brought to you for free and open access by the Center for Persons with Disabilities at DigitalCommons@USU. It has been accepted for inclusion in Blog Posts by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.
MEET SHANE JOHNSON, OUR NEW ASSOCIATE DEVELOPMENT OFFICER

October 14, 2011 by JoLynne Lyon

Shane Johnson

The CPD at Utah State University has a new fundraising guru—and he really loves his job. He's here to make sure the CPD can fund the things it needs, and that donors get their due.

The CPD generates $7 in external money from every $1 it receives in university support. So why does it need fundraising? That grant money is allocated for very specific purposes, Shane said. Grants from foundations and government entities fund specific projects, but they don't pay for all needs. The recently-completed Developmental Playground is a good example of a worthy project that couldn't have been built without donor support.

Now, thanks to the generosity of donors, the CPD has a state-of-the-art place for the young children it serves to play and learn. But Shane argues the donors benefit from giving, too. They like to know that their money is going to a cause they feel passionate about. People who donate large sums want to know that they have left a positive mark on the world.

And everyone likes to be thanked.

Shane watched the effects of a sincere thank you in his former job, at the University of Idaho. He was an annual giving program coordinator there for three years, and over that time he watched the power of a thank you unfold during a university thank-athon. Every college set up a booth in a conference room just off the main campus commons area, and every booth had the names of scholarship recipients and the donors who supported them. Students would find the booth for their college and write thank-you notes to the people who supported the college.

"We got almost immediate, really powerful feedback from the donors. It made them feel good that their gift had an impact," he said. For Shane, too, the event was a gift that kept on giving. It was fun while it happened and heartening in the days that followed, as the positive feedback drifted back in.

He will continue exploring those issues as he takes on fundraising at the CPD: the power of passion, the strength of action and the joy of a thank you.

You can find him just off the CPD's front office, or at 435.797.9070.