During the AAEC/WFEC Meeting, we will be among the first to meet the Campaign consultants, Andrea Jarrett and Michael Beirut. Andrea and Michael have asked that we think about the following questions in advance of the meeting:

1) What topics of conversation always engage the Wesleyan community – no matter the generation?
2) What three things about Wesleyan make you most proud?
3) What do prospective donors NOT know about Wesleyan today?
4) In your experience, what drives Wesleyan donors to give?
5) What priorities have the most traction with donors?
6) When you think about asking Wesleyan prospects for gifts what will their objections be?
7) What aspect of the campaign are you most excited about?
8) What do you hope this campaign’s legacy will be?
9) How should this campaign be different than the last one in terms of what it means for Wesleyan?
10) Where do you think Wesleyan’s ambiguities lie? (In other words, do you think there is any dissonance – positive or negative – in terms of the University's culture, goals, self perceptions)?
11) If you were sitting down with a campaign prospect what background and tools would you find most useful?
12) Why give to Wesleyan – 150 words or less?