Table of Contents

Foreword ..............................................................................................................................xvii

Preface .................................................................................................................................xx

Section 1
Studying Higher Education Philanthropy and Developing a Growth Strategy

Chapter 1
Studying Philanthropy and Fundraising in the Field of Higher Education: A Proposed Conceptual Model ................................................................. 1
Roy Y. Chan, Indiana University – Bloomington, USA

Chapter 2
Philanthropy and the Character of the Public Research University: The Intersections of Private Giving, Institutional Autonomy, and Shared Governance .................................................................................................................. 28
Larry Catá Backer, Pennsylvania State University, USA
Nabih Haddad, Michigan State University, USA

Chapter 3
Tweeting for Donors: How Institutions of Higher Education Use Social Media to Raise Funds ................................................................. 59
Leigh Nanney Hersey, University of Memphis, USA

Chapter 4
Senior Leaders as Effective Fundraisers: A Toolbox for Dealing with Complexities in the New Ecology ........................................................................... 82
Morgan R. Clevenger, Wilkes University, USA
Section 2
Community, Culture, and Economic Development in Higher Education Fundraising and Philanthropy

Chapter 5
Higher Education and Philanthropy Potential in the GCC States: Analysis of Challenges and Opportunities for FDI and Venture Philanthropy in the MENA Region .................................................. 109

Henry C. Alphin Jr., Drexel University, USA
Jennie Lavine, Higher Colleges of Technology, UAE

Chapter 6
Rebirth of a Program via Community, Industry, and Philanthropic Support .... 144

Cathleen Brandi Ruch, Lake Region State College, USA

Chapter 7
Dynamics of Collaboration between U.S. Foundations and African Universities .............................................................. 167

Fabrice Jaumont, New York University, USA

Chapter 8
Islamic Philanthropy as a “Discursive Tradition” ........................................ 186

Sabithulla Khan, Virginia Tech, USA

Section 3
Higher Education Fundraising and Philanthropic Support in Action

Chapter 9
Effective Approaches in Higher Education Development: A Survey in Fundraising Best Practices ..................................................... 206

Andrew Aaron Shafer, Aquinas College, USA & North Park University, USA

Chapter 10
The Role of Philanthropy on the Strategic Planning Process of a Selective Liberal Arts and Science College ........................................ 228

Wayne P. Webster, Ripon College, USA
Rick C. Jakeman, The George Washington University, USA
Susan Swayze, The George Washington University, USA
Chapter 11
The Role of Corporate and Foundation Relations Development Officers (CFRs) ................................................................. 256
  Morgan R. Clevenger, Wilkes University, USA
  Cynthia J. MacGregor, Missouri State University, USA

Chapter 12
Alumni Giving and Social Exchange: A Study of Alumni Giving Behavior .... 294
  Lauren E. B. Dodge, University of Illinois, USA

Compilation of References .................................................................................. 324

About the Contributors .................................................................................... 363

Index .................................................................................................................. 368