

Dalhousie Advisory Council Terms of Reference

Purpose

Dalhousie enjoys a strong reputation for academic and research excellence regionally, nationally, and internationally. The Dalhousie Advisory Council (DAC) will help Dalhousie to continue to build its reputation and position by providing strategic advice, guidance, and support on a range of issues, most notably on the comprehensive fundraising campaign.

Dalhousie has set an ambitious \$750 million goal for the largest fundraising campaign in its history. The Dalhousie Advisory Council will play a key role in ensuring the success of the campaign, with a particular focus on building a robust prospect pipeline of the highest-level prospective donors.

Dalhousie's Role – to support the work of the Council, the University will provide the following:

- The availability and assistance of Dalhousie's senior leadership, particularly the President and Vice-Chancellor, Provost and Vice-President, Academic; Vice-President, Research and Innovation; Vice-President, Advancement; Vice-President, Government & Global Relations; and Vice-President, Finance & Administration
- The availability and assistance of the Office of Advancement's leadership team, senior fundraisers, senior marketing, communications, and donor relations professionals, and administrative support. This team will ensure that Council members' work is prioritized for action and follow up
- Training and support regarding cultivation and/or solicitation activities, as needed
- A strong case for support, including institutional and faculty/unit fundraising priorities
- Campaign collateral materials, including donor-specific proposals to assist in solicitation of gifts
- Collaboration on donor strategy development

The Council's Role – DAC members can contribute in many ways:

- Play a lead volunteer role in the comprehensive fundraising campaign
 - Participate in the review of individuals/organizations and provide information
 - Provide names of individuals who have the potential to make a major gift or above (\$50,000+)
 - Identify a limited number of potential donors with whom they would be comfortable providing an introduction to a Dalhousie staff member, via an email, phone call, virtual meeting, or in-person meeting
 - Provide advice on the best ways to qualify and cultivate identified prospects
 - Participate in engagement and cultivation activities (e.g., attend tours, host online or in-person meetings with faculty/staff/researchers and prospective donors)
 - Based on experience and comfort level, participate in solicitations
 - Lend credibility to the campaign by allowing the use of their name in campaign publications, website, announcements, and other campaign-related materials.
 - Lead by example and donate to Dalhousie.

- Provide providing strategic advice, guidance, and support to Dalhousie:
 - Advise the President and senior administration on external issues and trends that may impact on the University, and act as a sounding board on the development and/or evaluation of its broad strategic direction
 - Facilitate linkages with individuals, institutions and organizations that may assist the University in furthering its strategic goals and mission

Composition

The Dalhousie Advisory Council shall be composed of individuals selected on the basis of the following:

- Demonstrated interest in and support for Dalhousie
- National or international profile in their respective community or field of knowledge
- Personal characteristics, including reputation for integrity and ethical conduct
- Geographic location
- Personal and professional knowledge that may benefit the University in achieving its vision and mission.
- In recommending individuals for appointment to the Dalhousie Advisory Council, consideration will also be given to the overall diversity of the Council, with the goal of establishing a group that is reflective of a broad range of perspectives, knowledge and experience.

Appointments

- Appointments to the Dalhousie Advisory Council will be made by the President and Vice-Chancellor. The term of office shall be for three-year, renewable terms.
- A Chair will be appointed by the President and Vice-Chancellor from among the members of the Council for a term of three years. The Chair's term may be renewed by mutual agreement of the President and the Chair.

Meetings

- The Dalhousie Advisory Council will meet at least three times per year, with the President and the Vice-President, Advancement. Other members of senior administration, faculty, and staff may be invited to attend as determined by the Chair of the Council and the President.
- At least one meeting per year will be held in person, with remaining meetings held virtually.
- Members of the Council may be called upon between meetings of the Council to assist with specific projects or actions, particularly related to the comprehensive fundraising campaign. On an ad hoc basis, staff will meet one-on-one with Council members to review names as well as discuss strategies to move prospects through the pipeline.

Confidentiality

All information shared and discussed in relation to the Dalhousie Advisory Council is confidential, unless otherwise advised. Council members will be asked to sign confidentiality agreements.