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

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

DAC members can contribute in many ways:

Play

- 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