



Activating Networks

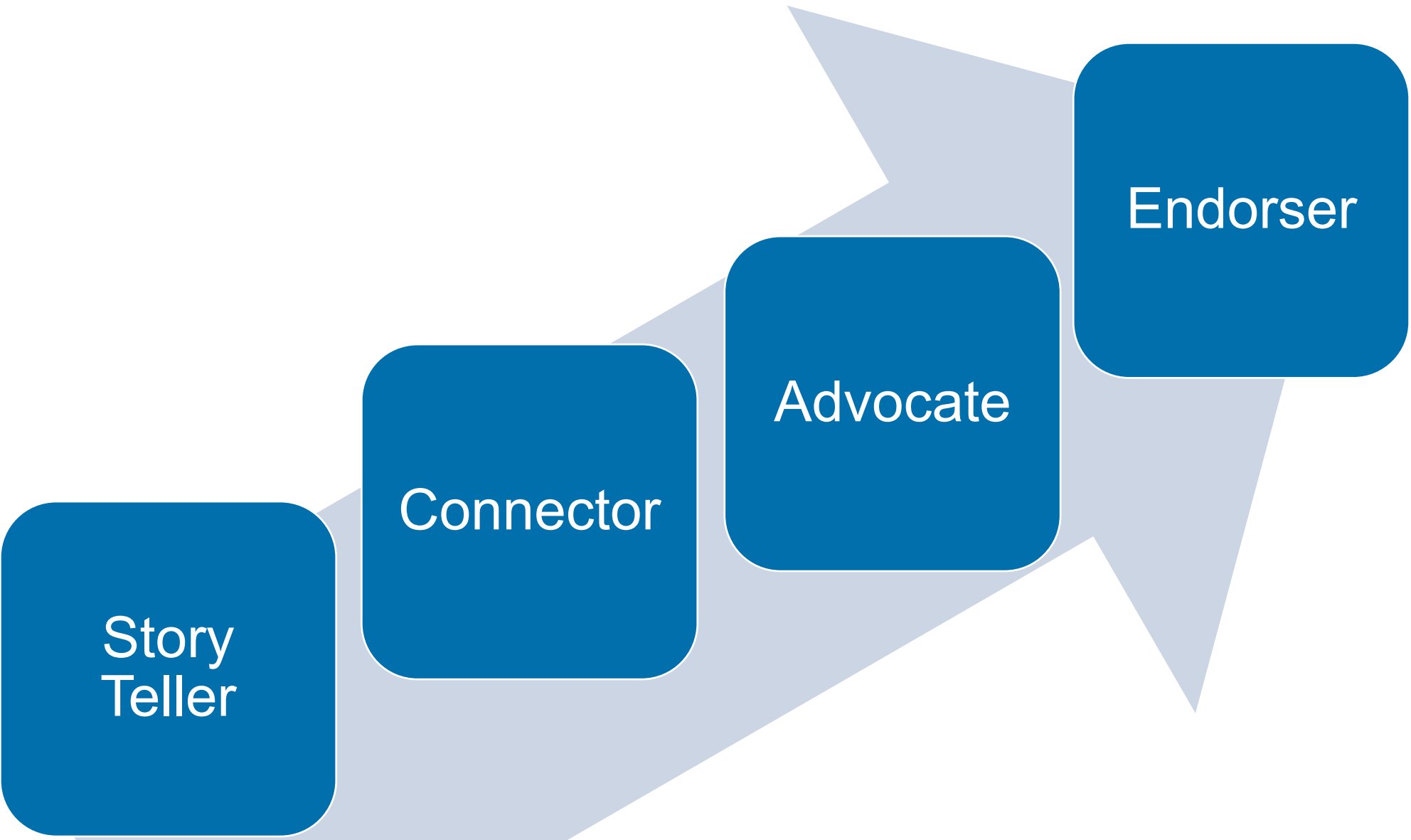
Penelepe Hunt
Senior Consultant and Principal
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Objectives for Today

- Be introduced to how Advancement uses networks as a tool to expand the pool of supporters
- Learn how to identify members of your networks who might be a good connection for your program
- Identify a small number of initial connections to explore
- Develop strategies for your contacts
- Learn how to collaborate with Advancement

Roles you can play

Campaign Success



Story
Teller

Connector

Advocate

Endorser

Exploring Networks

Types of Networks

- Personal vs professional
- Only you know who you know
- Proactive vs Reactive
- Parameters for engaging
 - Quid pro quo
 - Conflict of interest
 - Conflict of priorities

What makes someone a
good prospect for connection?

Likelihood of Connecting

- I can reach them directly or through a warm intro path.
- Our relationship has trust and positive history.
- There's a natural context for a CU-Denver conversation.
- I'm comfortable starting with a conversation (not a solicitation!).
- I can convey what makes CU-Denver and my program distinctive.

Philanthropic Inclination and Capacity to Give

- They have capacity for a major gift (or influence over one).
- They're a senior leader, business owner, partner, or member of the C-suite?
- There is a big wealth event coming.
- Their real estate holdings, visible assets, or other lifestyle characteristics that indicate wealth.
- They are active philanthropically elsewhere, either elsewhere on campus or to other organizations.
- They have a foundation or donor-advised fund .

Alignment with Mission or Impact

- They care about the civic health of Denver.
- They are committed to an educated workforce in Denver.
- They feel strongly about how much your program, or the university overall, have accomplished.
- They believe in the power of higher education.
- They want to help first-generation students.
- They want to do for today's students what someone did for them.

Connector Signals

- They are well networked across industries or communities.
- They serve on boards or committees where major donors gather.
- They host events or frequently convene peers.
- They are in, or have access to, exclusive clubs or organizations.
- They are a trusted advisor to people with wealth.

What categories of people are,
or should be, in your networks?

Let's activate!

Likelihood of Connecting

Philanthropic Inclination and Capacity

Alignment with Mission or Impact

Connector Signals

Activating your Networks

- Start a list of people you know who align with some of the criteria we discussed.
- Choose no more than three names as your initial group.
- Partner up to help each other fill out the worksheet for the person you will approach first.

Q&A/Discussion

Thank you!

Penelepe Hunt

Senior Consultant & Principal

hunt@martsandlundy.com