



# XAVIER

UNIVERSITY *of* LOUISIANA

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## **Xavier University of Louisiana Launches a Sanford Institute of Philanthropy to Serve Southeast Louisiana**

New Orleans LA – Xavier University of Louisiana is pleased to announce it is joining the Sanford Institute of Philanthropy network by opening its own affiliated Institute dedicated to helping nonprofits significantly increase their fundraising capabilities and positive impact in Southeast Louisiana.

Based on the vision of philanthropist and entrepreneur T. Denny Sanford, the Sanford Institute of Philanthropy at Xavier University of Louisiana is part of a growing nationwide group of Institutes – led by the founding Sanford Institute of Philanthropy at National University -- that are offering established, proven curricula presented by recognized nonprofit leaders, members of academia, and renowned philanthropists.

“We are pleased to announce the launch of a Sanford Institute of Philanthropy at Xavier University of Louisiana,” said Dr. Marcus Cox, XULA Associate Dean for Graduate Programs and Summer School and the Director of the Center for Continuing Studies and Distance Education. “Through this affiliation, we are offering a comprehensive curriculum that includes seminars and workshops to help improve organizations fundraising capabilities in the Greater New Orleans Area and throughout the Gulf South Region.”

The workshops, seminars, and educational opportunities offered by the Sanford Institute of Philanthropy at Xavier University of Louisiana will better equip nonprofit leaders throughout Louisiana and portions of the Gulf South Region which focus on human needs such as education, poverty, healthcare, and human rights to sustain themselves economically and support the community through the ability to generate revenue and acquire financial support.

Xavier held its first workshop on Social Behavior Styles in May 2017 and plans to offer a different topic each month. Topics include Cause Selling, Major Gifts, Planned Giving, Board Engagement, and Social Media. More information on future offerings and how to register is available online at <http://www.xula.edu/ccsde/sanford>.

The core curricula and educational materials offered through the Sanford Institute of Philanthropy at Xavier University were developed by National University, a private nonprofit university based out of California that is expanding the Institute network nationally. Based on Mr. Sanford’s approach to philanthropy as a successful entrepreneur and businessman, each Institute is dedicated to supporting the work of nonprofit leaders with an emphasis on frontline nonprofit fundraisers. The partnership also supports Xavier’s mission: to “promote a more just and humane society by preparing our students and individuals to assume roles of leadership and service.”

Mr. Sanford, considered to be one of the country's most generous donors, believes in making the world a better place by helping nonprofits and cause organizations maximize their fundraising potential. The core approaches of the Sanford Institute of Philanthropy network are based on Mr. Sanford's own interactions with hundreds of fundraisers and nonprofit leaders, and his recognition that fundraising effectiveness can be strengthened through approaches that emphasize proven business and sales principles.

As a result, each affiliated Institute, including the one at Xavier University of Louisiana offers programming based on Cause Selling, which incorporates a powerful mix of communication and psychology approaches, as well as research, strategy and data analysis. This approach is detailed in a one-of-its kind textbook, *Cause Selling: The Sanford Way*, developed through the Sanford Institute of Philanthropy at National University and based on Mr. Sanford's vision. Affiliated Institutes also have access to more than 30 online educational modules developed through the Sanford Institute of Philanthropy at National University that focus on Cause Selling and related topics of donor relations, planned giving, and social media/marketing for nonprofits. The material is presented in coordination with nonprofit leaders, members of academia and renowned philanthropists who incorporate their own professional and regional perspective to the content.

"We are very pleased to celebrate the launch of the Sanford Institute of Philanthropy at Xavier University of Louisiana, which will strengthen the philanthropic culture in the region they serve and build the capacity of nonprofit leaders," said Dr. Lena Rodriguez, Endowed Director of the Sanford Institute of Philanthropy at National University. "The vision of Mr. Sanford is to make the world a better place, and through the Institutes' work we create stronger communities through more sustainable and impactful nonprofits."

To date, more than 12,000 nonprofit leaders have benefitted from programing offered through the founding Sanford Institute of Philanthropy at National University, which leads the creation of an expanding network of affiliated Institutes in partnership with institutions such as Xavier University of Louisiana. Other affiliated Institutes have opened at John F. Kennedy University in the San Francisco Bay Area; City University of Seattle; Augustana University in South Dakota; Bellevue University in Nebraska; and Long Island University in New York.

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### **About the Sanford Institute of Philanthropy at Xavier University of Louisiana**

The Sanford Institute of Philanthropy at Xavier University of Louisiana is part of a nationwide network of Institutes that are dedicated to strengthening the impact of nonprofits through fundraising-focused educational programs that are presented by recognized nonprofit leaders, members of academia and renowned philanthropists. Based on the vision of philanthropist and entrepreneur T. Denny Sanford, the Sanford Institute of Philanthropy movement blends the passion of philanthropy with proven approaches that integrate sales and business principles, an approach called Cause Selling that was developed through the founding Sanford Institute of Philanthropy at National University in 2014. The Sanford Institute of Philanthropy at Xavier University of Louisiana, along with other affiliated Institutes, have access to specially-designed content and curriculum

developed through the founding Institute that focus on Cause Selling approaches and related topics in fundraising, marketing, and donor relationship building.

To learn more about the Sanford Institute of Philanthropy at Xavier University of Louisiana visit <http://www.xula.edu/ccsde/sanford/index.html>.

To learn more about joining the Sanford Institute of Philanthropy national initiative, please visit National University's web page: <https://www.sanfordinstituteofphilanthropy.org>.

### **About Xavier University of Louisiana**

Xavier University of Louisiana, the only historically Black, Catholic university in the United States, is a private, co-educational institution offering a comprehensive liberal arts program and professional programs, including 41 undergraduate majors, seven master's degree programs and a doctor of pharmacy program. More than one-half of its 3,000 students are from Louisiana, but it draws students from nearly all fifty states and 35 countries. Selected in 2017 as both a "Best Buy" for academics and affordability by the *Fiske Guide to Colleges* and one of the nation's "Best 381 Colleges" by *The Princeton Review*, Xavier is nationally recognized for its success in the sciences, where it annually leads the nation in the number of African American students earning undergraduate degrees in biology, chemistry and physics. Xavier is also No. 1 in the nation in the number of African American graduates who go on to complete medical school, while its College of Pharmacy – one of only two pharmacy schools in Louisiana – is among the nation's top producers of African American Doctor of Pharmacy degree recipients.