

Azure Summit

Conversation Starters to Support Your Case



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How to Open the Conversation, In Your Head's Language

Every Head is different. The conversation that resonates with a data-driven strategist lands differently than the one that moves a visionary. Below are entry points for six common Head profiles. Choose the one that fits, mix and match, or use them to find your own words.

You're not asking for permission to attend a conference. You are advocating for campaign preparation, and that's a conversation worth having.

THE CONVERSATIONS



IF YOUR HEAD IS → **VISION-DRIVEN**

Lead with impact and legacy.

You might say:

“We're about to lead a campaign that will shape your tenure and this school's trajectory for decades. I'd love for us to invest two focused days to ensure we're approaching it with a clear plan and shared strategy.”

You might say:

“This campaign is going to be a defining chapter of your leadership story here. The Azure Summit is built specifically for Heads leading their first campaign. It's not generic development theory, but real campaign preparation.”



IF YOUR HEAD IS → **STRATEGIC AND ANALYTICAL**

Lead with risk management and ROI.

You might say:

“Campaigns run three to seven years. The Summit investment is a fraction of a percent of what we're planning to raise. It feels like a smart investment before we launch something this significant.”

You might say:

“Most campaigns hinge on a small number of major gift conversations. Making sure we're aligned and confident before those meetings begin feels like the smartest preparation we can do.”

THE CONVERSATIONS



IF YOUR HEAD IS → **NEW TO FUNDRAISING...AND QUIETLY UNCERTAIN**

Normalize it, reduce the stigma, and focus on the partnership.

You might say:

“Most Heads weren't formally trained in fundraising, and that's completely normal. This Summit is built for that transition. It's practical, not theoretical, and designed to give you clarity and confidence.”

You might say:

“I want us both to feel fully prepared when we're in front of donors. We'd attend together and leave with a shared playbook, built around our school, not a generic template.”



IF YOUR HEAD IS → **TIME-CONSTRAINED**

Lead with efficiency and long-term payoff.

You might say:

“It's two days that could meaningfully strengthen the next three to seven years of work. The time investment is minimal compared to the complexity of what we're about to lead.”

You might say:

“We'll leave with a written plan tailored to our school. It's focused on actionable implementation.”



IF YOUR HEAD IS → **COMMUNITY AND PEER-ORIENTED**

Lead with connection and shared experience.

You might say:

“You'd be in a small cohort of Heads navigating the exact same leadership moment. It's rare to have that kind of candid, peer-level conversation around campaign leadership.”

You might say:

“There's real value in hearing from other Heads that are experiencing the same moment you are and building relationships with those about to do it alongside you.”

THE CONVERSATIONS



IF YOUR HEAD IS → **MOTIVATED BY LEADING WELL**

Lead with empowerment and readiness.

You might say:

“Boards assume campaign readiness. This is a chance to build it deliberately, rather than figuring it out in real time when the stakes are highest.”

You might say:

“The Summit is designed to move Heads from 'How will we raise this?' to 'Here's how we'll do it.' I'd love for us to step into this campaign that way.”

FRAMING THE DECISION

Closing the Conversation

“I see this as investing in us as a leadership team. Campaigns succeed when the Head and CAO are fully aligned. The Azure Summit gives us the space to build that before we're in front of our biggest donors.”



Learn more about the Azure Summit