Fundraising: Opportunities & Challenges

ASJMC Call for Leadership Series

October 23, 2019
Fundraising Opportunities

• Advisory Boards/Boards of Visitors
• Best College/School/Department Gift Sources
  • Alumni
  • Friends
  • Foundations
  • Industry
Opportunities (cont.)

• Points of Pride
• Donor Stewardship
  • Thank you letters/phone calls/gifts/invitations to attend college/university events, stories in newsletter, etc.
• Identifying Prospective Donors’ Passions
  • People give/give more to what they’re passionate about
• Meeting/Developing relationships with prospective donors
  • In person: one on one, alumni receptions, conferences
  • On campus
  • Traveling to meet alumni
Opportunities (cont.)

- Listening to prospective donor stories
- Get prospective donors to come to campus to engage with students and faculty
- Other forms of alumni communication
  - Newsletters
  - Annual Report
  - Social Media
  - Website
  - Special Events such as Banquets/Galas
Opportunities (cont.)

• Alumni Recognition/Awards
  • College/School/Department Awards
  • University Awards
  • Giving Societies
• Alumni Speakers
  • Commencement
  • Classes
  • Clubs/Organizations
Opportunities (cont.)

- Types of Gifts
  - Cash Gifts
    - Endowments
    - Funds
  - Bequests/Estate Gifts
- Size of gifts
  - Major Gifts vs. Annual Gifts
  - “One gift of any size once a year!”
Opportunities (cont.)

• Access to Development Professionals
  • FT/PT within College/School/Department
  • Centralized Development (more challenging)

• Naming Things for Donors
  • Colleges/Schools/Departments
  • Classrooms/Laboratories/Programs

• Athletics
Fundraising Challenges

• Identifying major gift prospects
  • Wealthy/Givers/Philanthropists
  • Wealthy/Non-Giver/Non-philanthropic
• Asking for the Gift
• Closing Bequests/Estate Gifts
• Hiring the “Right” Development Officer
Challenges (cont.)

• Difficult Donors
  • Needy
  • Free Lunch/Social
  • Hard to Please
  • Non-philanthropic
  • Dealing with Egos
Challenges (cont.)

• Meeting Donor Expectations
  • Scholarships
    • Following donor criteria
    • Student thank you notes
  • Spending Donor Gifts
  • Connecting Enough with Major Donors
Challenges (cont.)

• Meeting “All” Alumni at Large Alumni Events

• Holding Large Alumni Events
  • Annual Events: Fund Raisers, Alumni Awards Dinners, etc.
  • Special Events: Anniversary Galas, Capital Campaign Kickoffs, etc.
Challenges (cont.)

• Dealing with Unhappy Alumni
  • Donors
  • Non-Donors

• Dealing with Major Public Controversies: University/College/School/Department

• Athletics
QUESTIONS/DISCUSSION