SSAO: Innovative Partnerships for Fund Raising

APLU

June, 2012

1. General Context and reality of future financial situations
   ○ Financial realities
     ▪ State governments will face a $160 billion shortfall in ’11 fiscal year (http://chronicle.com/article/Program-Cuts-Loom-at-4-Public/125080/)
     ▪ Only 10 states did not dedicate stimulus funding towards higher education. And that funding is ending (Chronicle March ’10)
     ▪ Only 13 state increased any state appropriations during the ’10 FY (Chronicle Almanac 8/’10)
     ▪ Higher education fundraising has increased from $5.6 billion in 1983 to $29 billion in 2009
   ○ According to the most recent Chronicle list (June ’10) and subsequent online searches, virtually all of the largest capital campaign has specific identified goals for Student Affairs
   ○ Whose job is fund raising (per DERKC survey 3/10)
     ▪ With a dedicated DO (55% of schools)
     ▪ But most of those don’t work within the division (73%)

2. Staffing Models
   ○ Results of survey
   ○ Discussion of pros and cons of various models

3. Institutional Support
   ○ President
   ○ Provost
   ○ Senior Advancement Officer
   ○ Deans

4. Developing Fundraising Initiatives and Goals
   ○ Capital vs Programmatic vs Staff
   ○ Division buy in for goals
   ○ Promoting and educating people about initiatives and goals
   ○ Part of a university wide campaign or a divisional campaign

5. Prospecting
   ○ Prospect Ownership
     ▪ How does your campus define prospect management
   ○ Parents
○ Program Alumni
  ▪ Regardless of their “management” they are program participants, how are you communicating with them
  ▪ How can you track this data
    ● Internal/Alumni Assoc/Development
    ● Who can keep your data most up to date
      ○ Move beyond ownership/access
      ○ Does it matter if you have to request the data 10 days in advance if they keep all address updates for you?

○ Faculty/Staff
  ▪ Are you having conversations with your direct staff
    ● Develop a way to recognize staff for their giving
      ○ Faculty/Staff/Retiree opportunity
  ▪ If your staff/faculty are part of the process then they will also be prospectors for development opportunities

6. Donor Relations
  ○ “Understanding the psychographics of the potential donors—what interests and inspires them; where and how do they spend time; and in which technologies and mediums are they most likely to engage.” (Bart Permalink)
  ○ Identifying potential individuals and donor groups
    ● When to hand a donor off to someone else
  ○ Cultivating advisory boards as part of donor development
  ○ Communicating with donors
  ○ Making the ask

7. Stewardship
  ○ Stewardship is the responsibility of all campus partners
    ▪ VP/AVP – major gifts however defined
    ▪ Program administrators – gifts to their respective areas
  ○ Make sure that every gift to your area (maybe based off of a minimum dollar amount) receives a personal note of thanks from within the division
  ○ Develop a mechanism to ensure students send thank you notes for scholarships or program contributions