



What's next?
**Leverage, impact and partnership -
evolving best practice in HE
fundraising**

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Donors' expectations are changing



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Question for HE fundraising:
how do you segment your alumni into manageable
groups BUT make all of them feel individually and
specially treated?



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Leverage (n.):

the use of a small initial investment to gain a very high return in relation to one's investment.

Impact (n.):

the force exerted by a new idea, concept, technology, or ideology

Partnership (n.):

the state or condition of being a partner; participation; association; joint interest.



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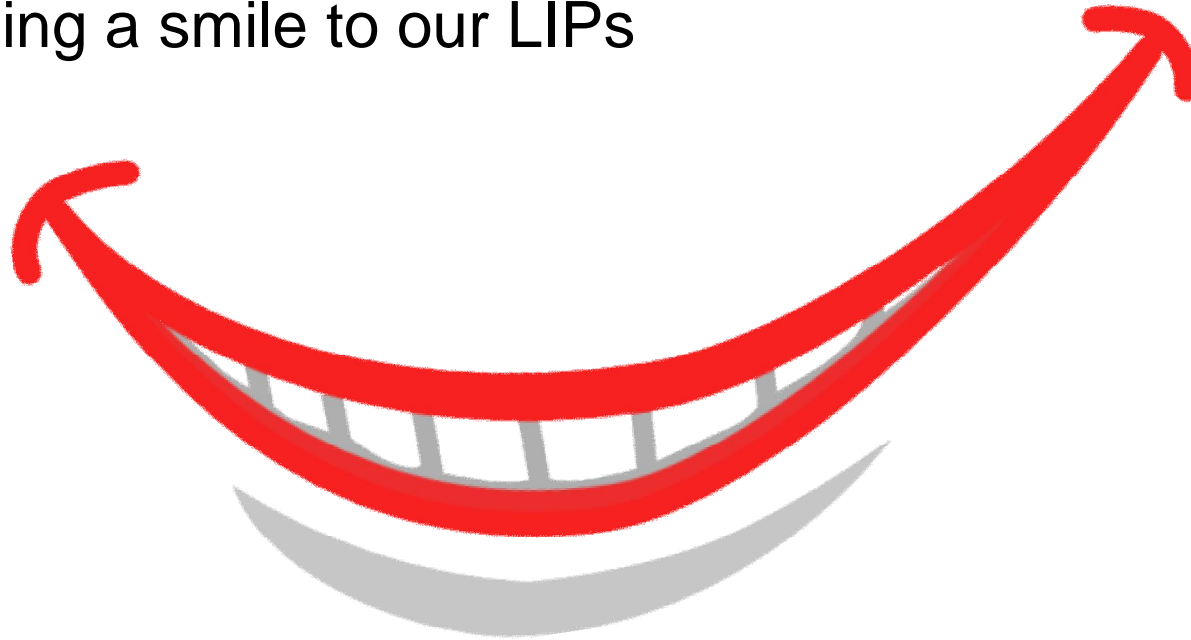
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Question for HE fundraising:

How do HE institutions and donors mutually achieve
Leverage, Impact & Partnership...
... bringing a smile to our LIPs



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First, most important, segmentation...

Why do your donors give (*and what will make them give more*)?

Why do your non-donors not give (*and what will persuade them to make their first gift*)?

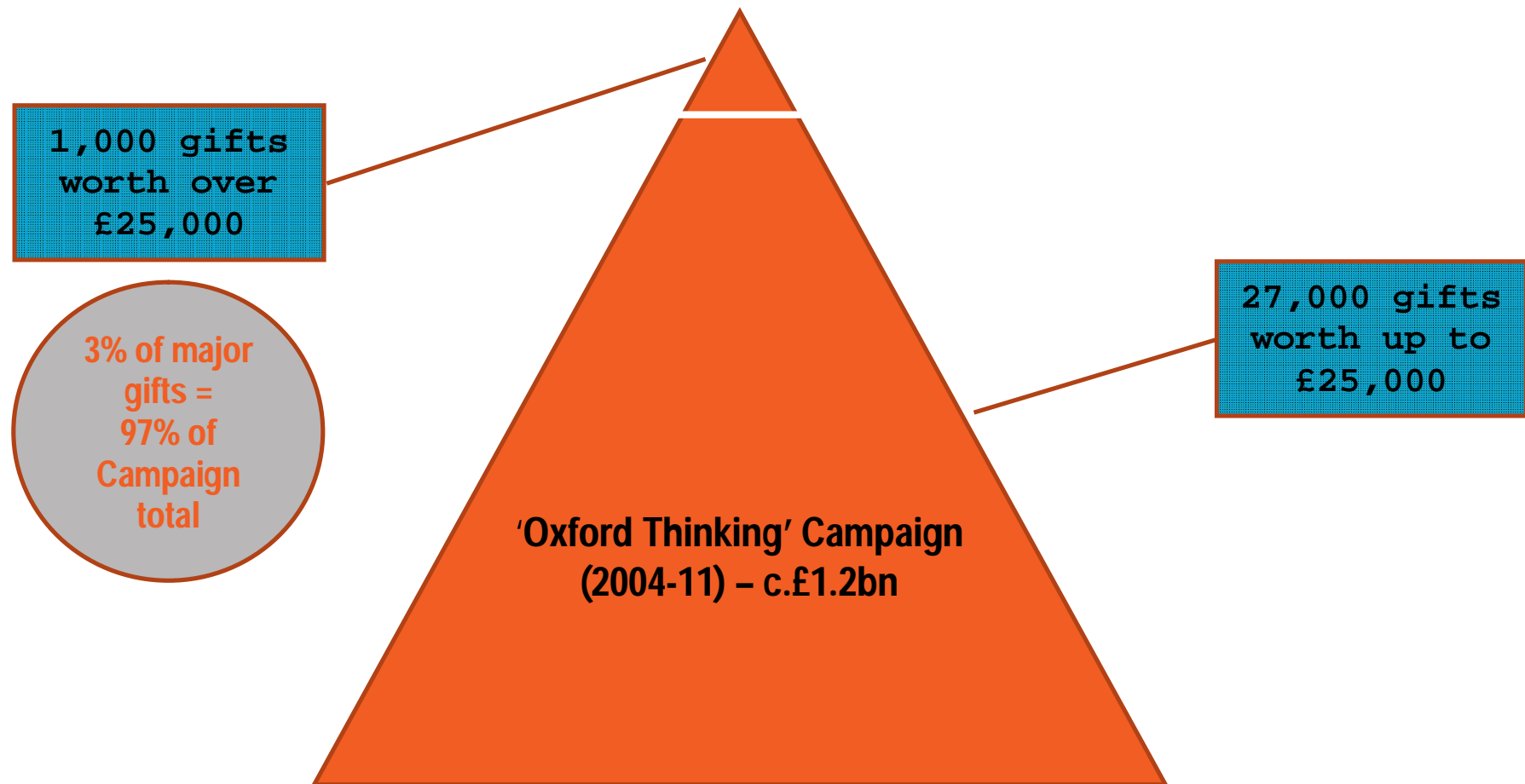


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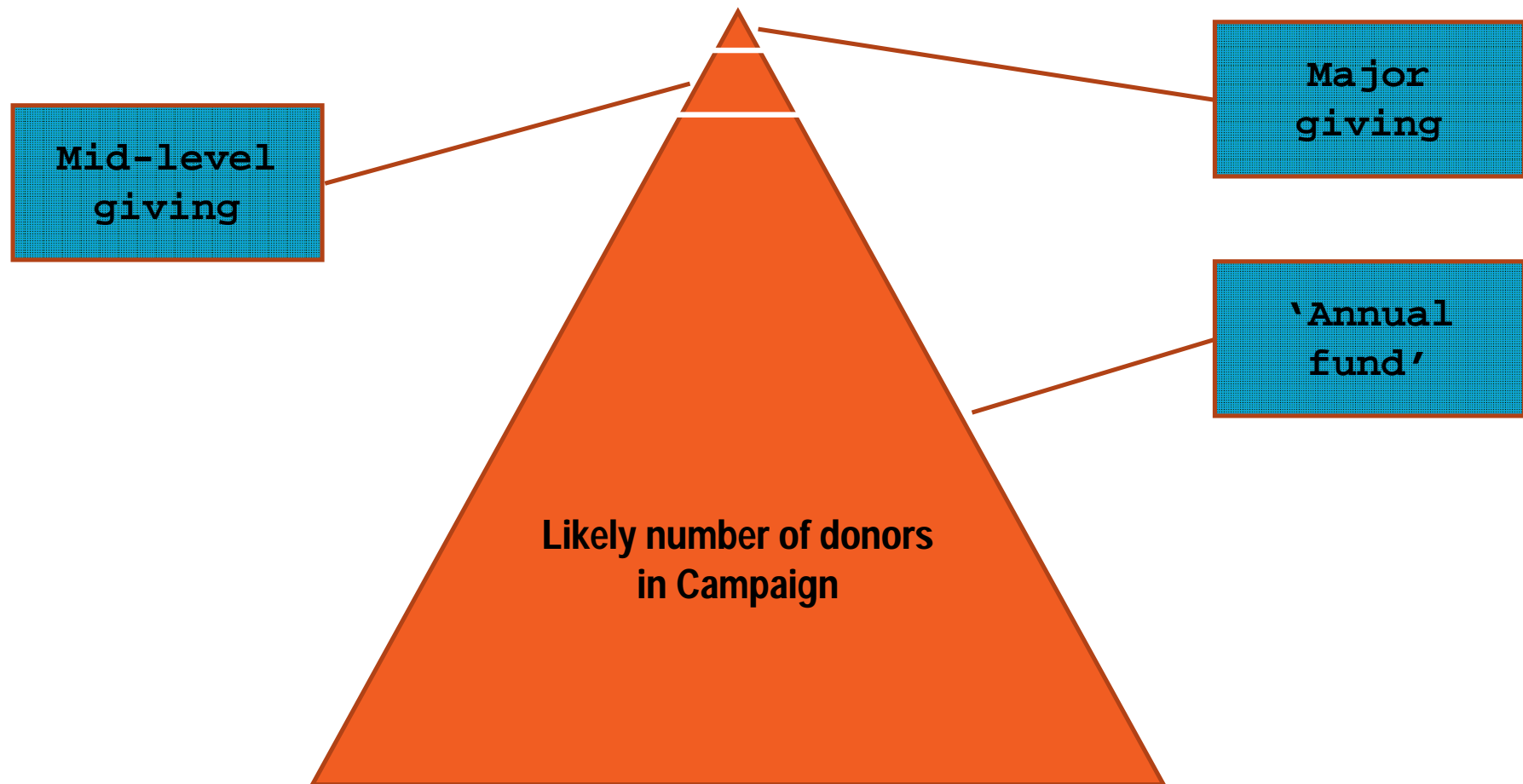


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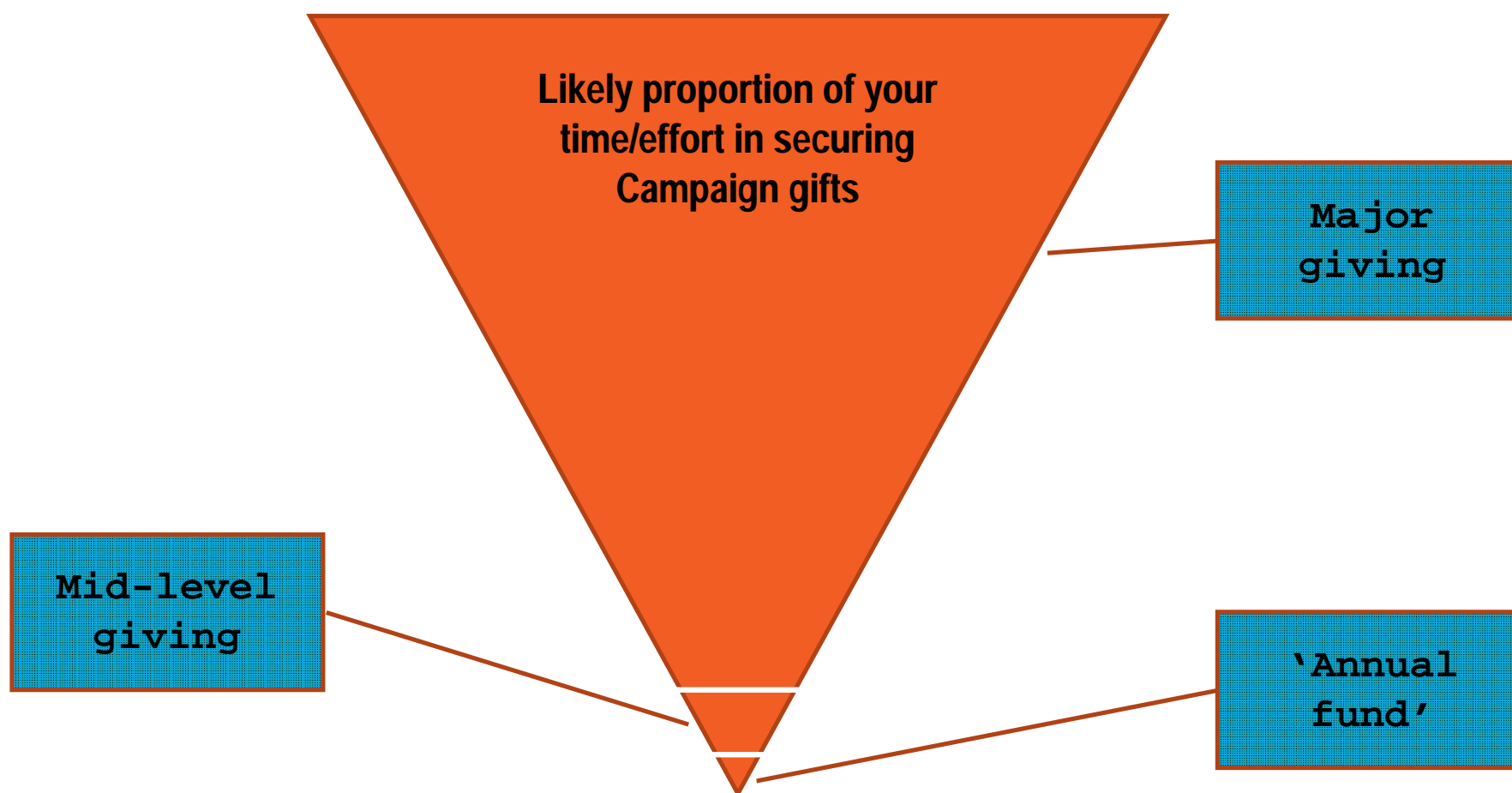


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‘Annual fund’
(High volume, low return)
Eg, direct-mail, phone campaign

Leverage:

Eg, ask an existing donor to match gifts. Even better, skew match towards low-end gifts to encourage donor acquisition.

Impact:

Current donors renew/increase their giving. New donors come on board because ‘great deal’.

Partnership:

Major donor happy – they’ve played part in bringing in new donors. ‘Annual fund’ donors happy – they are part of an expanding group of donors.



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Mid-level giving (Medium volume, medium return)

Eg, donor walls, campaign boards

Leverage:

Eg, invite 'Year Reps' to peer-ask; OR invite to join campaign steering groups. Recognise their involvement tangibly.

Impact:

Current donors renew/increase their giving. New donors attracted by impetus.

Partnership:

Highly visible celebration of collective impact yielding greater aggregate result. Coherency of vision enables coherency among donors.



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Major gifts
(Low volume, high return)
Eg, new buildings, endowments

Leverage:

Eg, major capital projects where institution puts up funding to match; OR founding of new institutes/schools.

Impact:

Transformational gifts: projects happens (or doesn't) because of donor's gift.

Partnership:

Much greater donor input - because high rewards come with higher risks.
Institution shaped by gift, just as gift is shaped by institutional mission.



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'Annual fund'

Mid-level giving

Major giving

- Bringing donors together in partnership
- Leveraging their collective gifts
- Creating greater aggregate impact to fulfil institutional mission.

- Bringing donor together in partnership with institution
- Leveraging your collective investment
- Creating greater aggregate impact to shape institutional mission.

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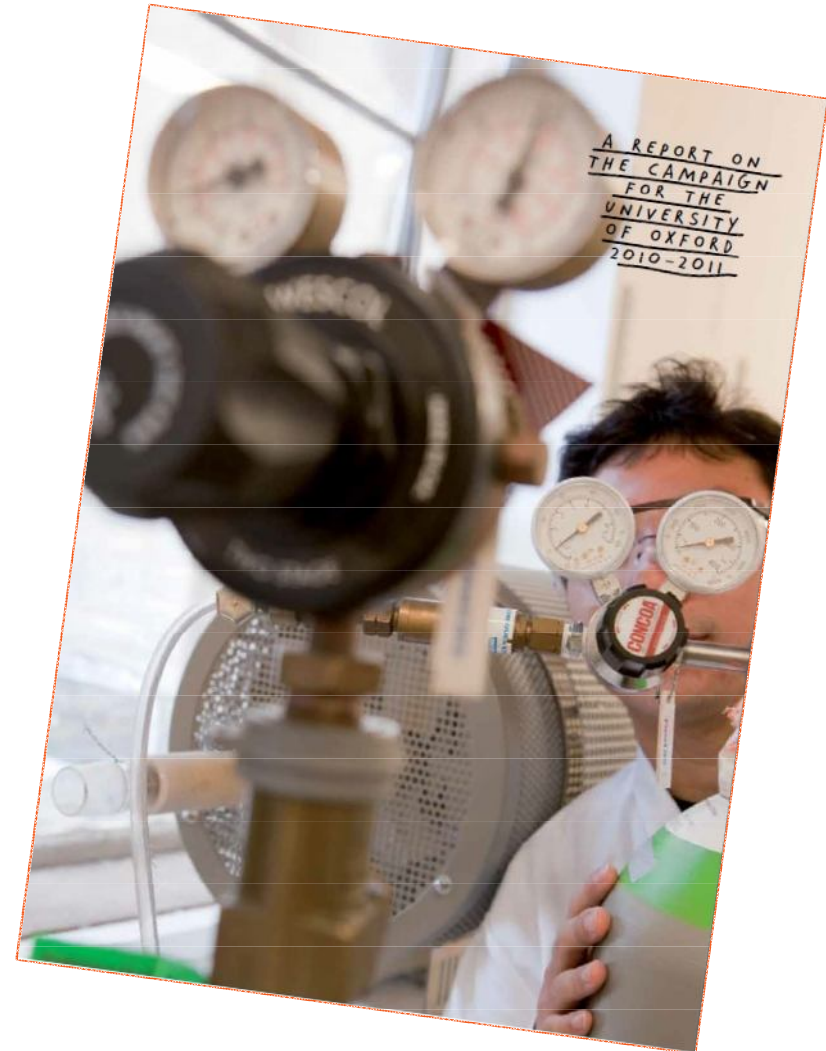
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Demonstrating collective
leverage, impact and
partnership

Eg, for **'annual fund'** donors



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Demonstrating collective
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Eg, for **mid-level** donors



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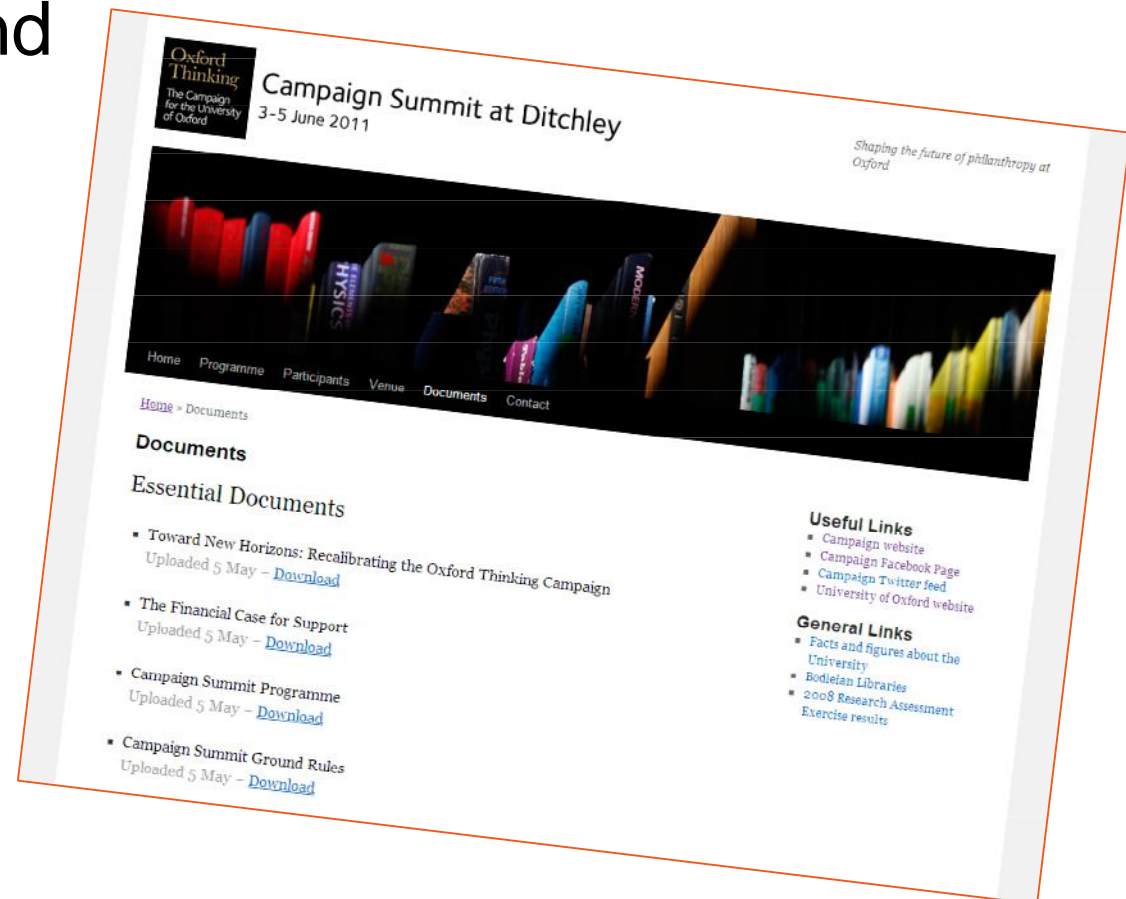
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Demonstrating collective leverage, impact and partnership

Eg, for **major** donors



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