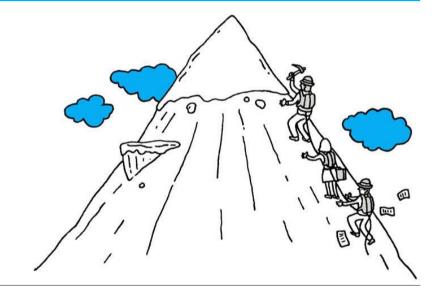
More

Fundraising or development?

The importance of aligning fundraising priorities with the institutional plan



Adrian Beney

Three messages

- Donors want to make a difference
- Development exposes parts of the University other activities do not reach
- Fundraising will add some cash
- Development can transform the institution

Donors want to make a difference

- What do people hope their giving will achieve?
 - Change
 - Improvement
 - A better world, filled with better lives
 - More of what is good
 - Less of that which is bad

It's OK to be a **Univers**ity

- We're a bit like John Lewis we don't just do one thing
- But we need to decide
 - what's in the shop window
 - what's on the shelves
 - what's in the stockroom
 - which lines we don't stock
- Never knowingly understood?
- What's the narrative?

The University of Oxford



In these demanding times, the mission of the University of Oxford is more important than ever.

And what is that mission? Put simply, it is enlightenment: the *preservation* of human civilization, of wisdom built up so painfully and meticulously over the millennia — and the *advancement* of this knowledge, the continual deepening and enriching of world culture, international science and individual consciousness.

Kite Surfing or Saving the World?

- Why would someone give you money for that?
- Would you give money for that? Honestly?
- The area of greatest need. Really?
 or the thing that wasn't quite important enough to get its own budget line?
- Does the thing you're fundraising for actually matter?

Risk Management

- Does it matter if you raise the money?
 - If not, then was it ever a priority?
 - This is fundraising
 - If yes, then it's core part of institutional mission
 - This is development of the institution the money is just a tool to make this happen

In Summary

- Compelling narrative and underlying business plan for whatever you're fundraising for
- Donors, especially big ones, ask searching questions we should be prepared and unafraid to answer
- Sometimes these are questions no one else is brave enough to ask
- Good answers produce good gifts

Adrian Beney, Partner, More Partnership