Fundraising Simplified

“Endowments in Higher Education”
International Foundations of Modern Liberal Education
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FUNDRAISING SIMPLIFIED

• Ask for money

• Thank the donor for the contribution

• Ask again
How do we raise money?

Step 1. Ask

Step 2. Thank

Step 3. Ask again
Step 1. Ask

There are 4 components to the Ask.

1. Who
2. When
3. What
4. How
Step 1. Ask

1. Who:
   Individuals
   Past contributors
   Alumni/ae
   Friends
   Event attendees
   Faculty, Staff, Students, Researchers
   Newspaper articles
Step 1. Ask

1. Who

*Foundations:*

Newspaper articles
Trustee Contacts
Donor Contacts
Faculty, Researchers, and Administrators
Step 1. Ask

1. Who

Corporations
Newspaper articles
Board of Trustees
Donor contacts
Chamber of Commerce
Step 1. Ask

2. When
   Annually
   Semi-annually
   Quarterly
   Annual Gala or reception
   Prospect availability
Step 1. Ask

3. What

Operating Support/salaries
Books
Endowment
Equipment
New Projects
Step 1. Ask

4. How
   Telephone Conversation
   Proposal
   Letter – including reply form and response envelope
   Face-to-face meeting
   Events – galas and receptions
   Fisher Center gala video
   Newsletter – E-newsletter
   Annual Report
   Email
   Video-Holiday Greeting
   Facebook
Step 2. Thank

A. Telephone calls
B. Letters
C. Email
D. Reports
E. Meetings/receptions/class visits
F. Newsletter/E-newsletter
G. Press release
H. Facebook
I. Text
Step 2. Thank

A. Telephone calls
   Development Associate
   Program Director/faculty
   Rector
   Dean of the Faculty of the Liberal Arts and Sciences
   Trustee
Step 2. Thank

B. Letters/Email/Reports
   Development Associate
   Program Director/Faculty/Researchers
   Students
   Rector
   Dean of the Faculty of the Liberal Arts and Sciences
   Trustee
Step 2. Thank

C. Meetings/Receptions/Class Visits

Development Associate
Program Director/Faculty/Researchers
Students
Rector
Dean of the Faculty of the Liberal Arts and Sciences
Trustee
Step 3. Ask Again

Ask Again
Tips to remember

Successful fundraisers believe in the mission of their organization.
Successful fundraisers are not shy.
Successful fundraisers are enthusiastic.
Successful fundraisers take strategic risks.
Successful fundraisers know that most of the work is in the follow-up.
Successful fundraisers get involved in the details even without meaning to.
Successful fundraisers can not thank their donors enough.
Successful fundraisers speak to and inform their donors about their programs without asking for donations.