
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.

