Donor-Centric, Mission-True Fundraising!

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Being Donor-Centric means you start with a systematic, comprehensive & sustained effort to build a Culture of Philanthropy* within your school.

1. Do you have & use a viable, relevant & measureable Strategic Plan?
2. Does Administration, Staff & Board know & fulfill their role in fundraising?*
3. Do you have a Fundraising Plan that includes major gifts?

approaches to...
...raising money

2 of the following approaches are stale & counterproductive in building long-term relationships with increasingly sophisticated & skeptical donors!
1. Technique-Driven

*Events, Mail, Phone, Annual Appeal, Online, etc.*

**The challenge:** It's a numbers game…

...it only works by burning through 1,000s of contacts.

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2. Institution-Driven

*We're making a difference in the lives of students...*

Our programs are top ranked...

We have world-class professors...

**The challenge:** It's all about you!!!

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3. Donor-Centric

- How can we help a donor fulfill their Christian values, personal philanthropic goals or continue a family tradition by making an investment with our school?
- What tasks must we perform & what systems do we need to put in place to build long-term relationships with new & existing donors?
- Donor-Centric means "earning the right" to ask for a big gift & transforms giving from a transaction to an investment!
1. CASE FOR SUPPORT

2. DONOR PROSPECT IDENTIFICATION

$3.9 Trillion $4.1 Trillion
Where are all of the charitable dollars going?

2017 REPORT TO DONORS show the worldwide trend of giving.
And for the eighth year in a row, the nonprofit sector is setting records for giving.

- Religious Organizations: $119 billion
- Education: $38 billion
- Health: $40.3 billion
- Public Society Benefit: $39 billion
- Arts, Culture, and Humanities: $5 billion
- International Affairs: $10 billion
- Environment/Animals: $11 billion
- To Individuals: $21 billion

3. Awareness Events

Begin to earn the right to ask for a big gift by inviting donor prospects to learn about your school’s Case for Support!

- Creatively-themed
- Personalized invitation
- Strong Host Committee to build credibility
- Fun, inspiring & perhaps tied to an awards event
- Introduce the Grand Vision for the school’s future
- First step in relationship building
- NON-FUNDRAISING!

4. Prospect Cultivation

Cultivation activities might include...

- Tour your campus
- Attend a class
- Hear a guest lecturer
- Watch a sporting event
- Attend worship service
- Have lunch with a group of faculty or students
- Invite to a graduation ceremony
- Attend a Board meeting
Donor Motivation?

Why donors don’t give...
1. Mistrust how you will use their money
2. Lack a connection to your school
3. Fear a deluge of other requests

... & why they do!
1. A passion for your school’s mission
2. You align with their Christian values
3. Desire to give back & making a positive impact

If you’ve done it right… this is the easy part*

✓ Meet in person & in private
✓ Provide individualized donor prospectus
✓ Review investment opportunities & naming rights
✓ Underscore your role as a “problem solver”
✓ Execute their Investment Pledge commitment
✓ Build in ongoing nurturing & engagement

5. Solicitation Phase

Operations Gift
Capital Gift
Planned Gift

Three Asks in One!