



***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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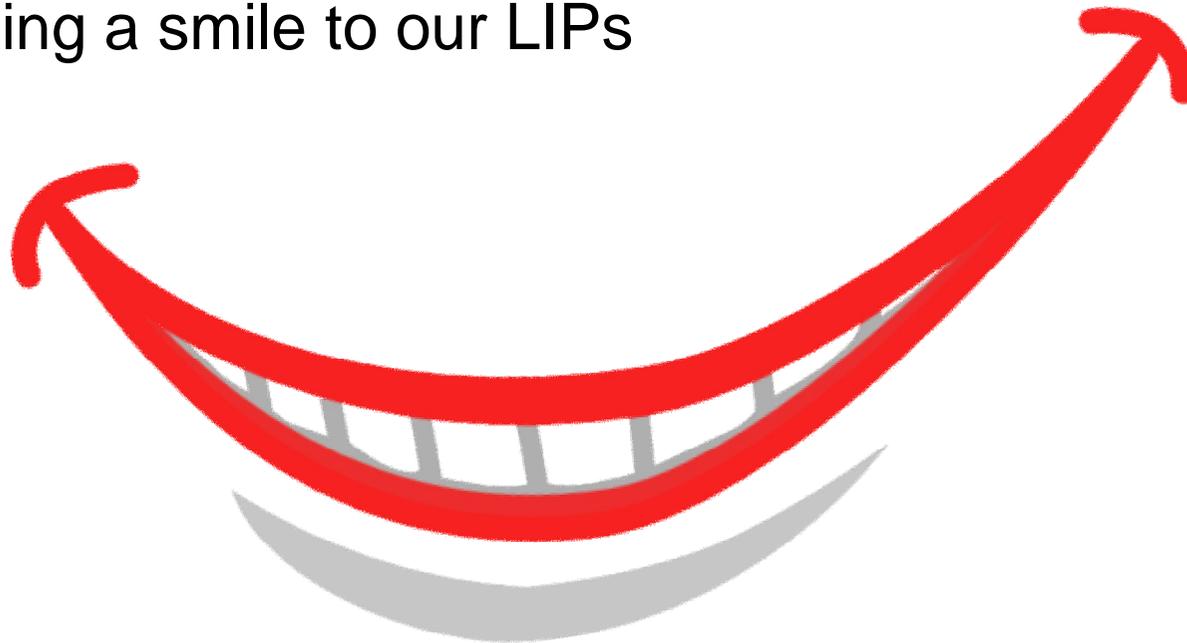
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*Question for HE fundraising:*

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*)?

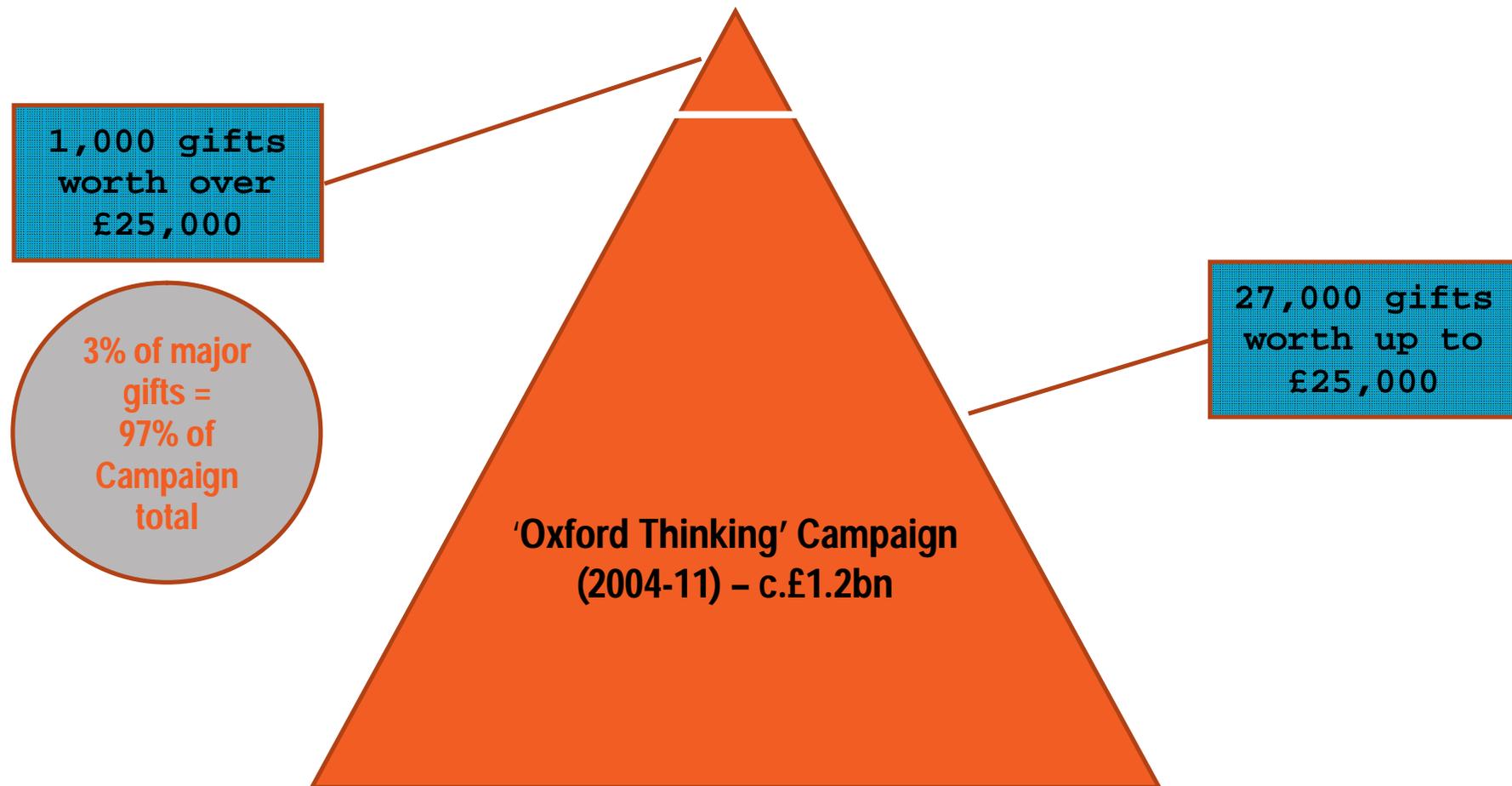


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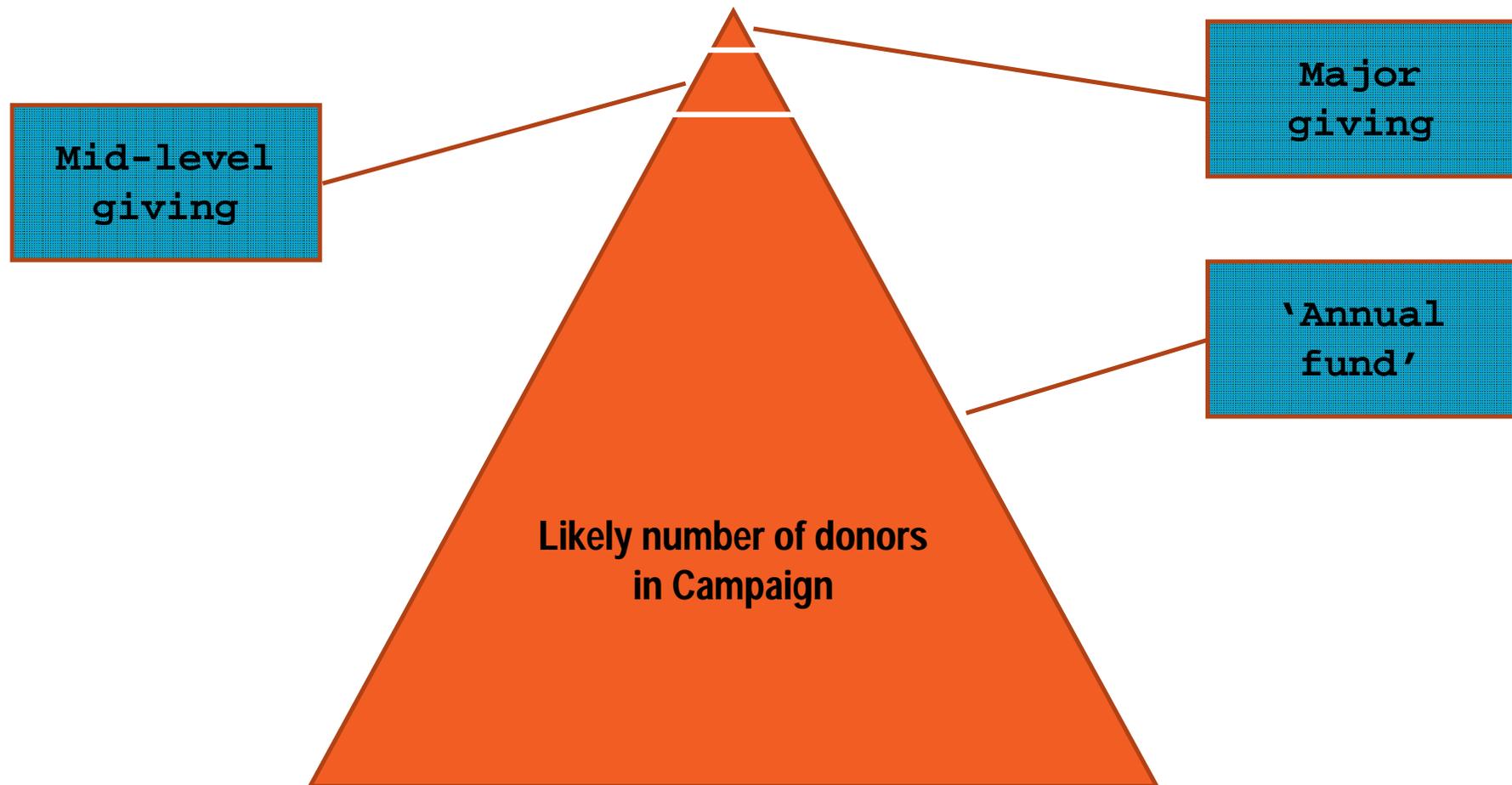


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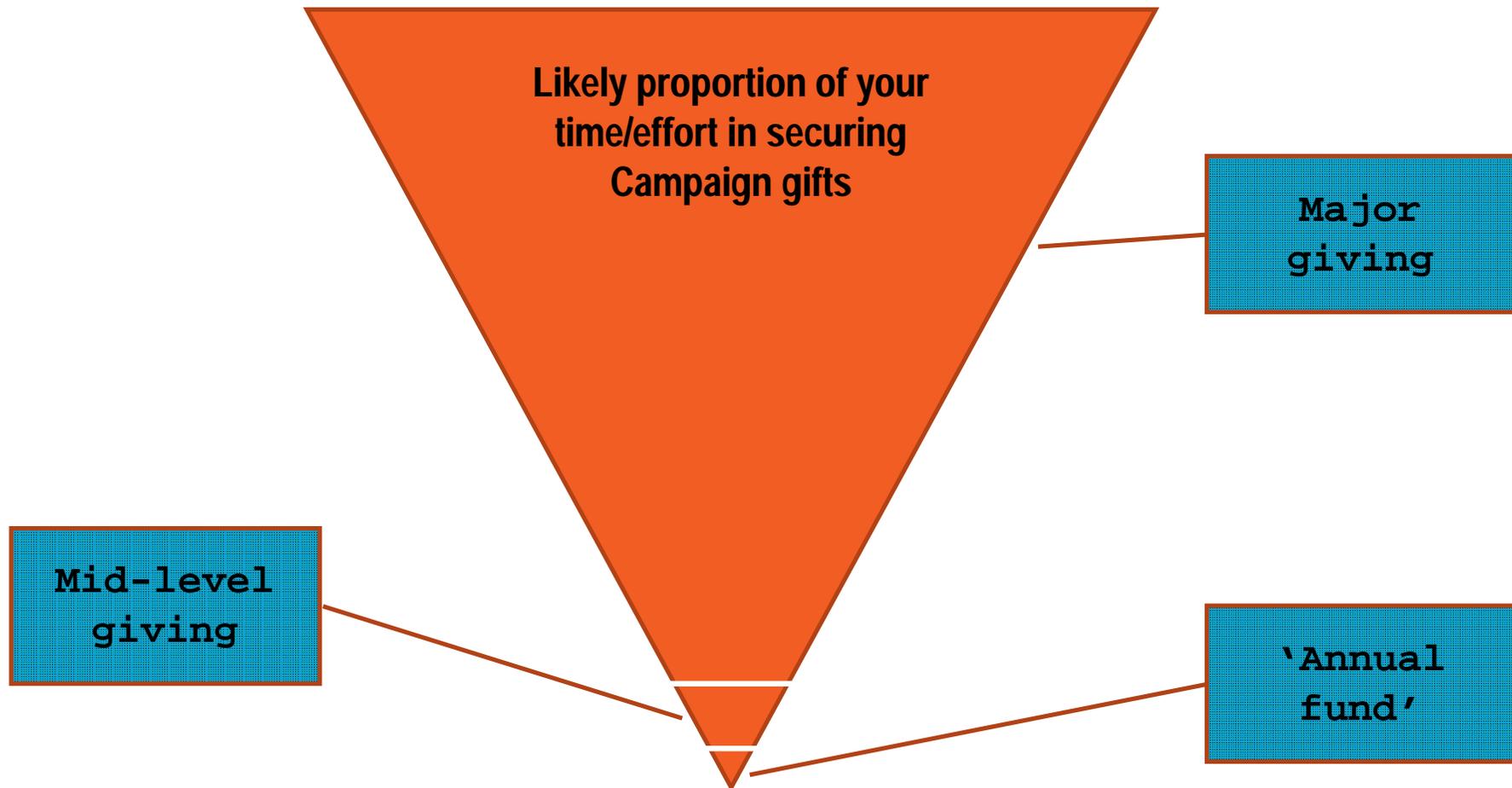


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### ‘Annual fund’ (High volume, low return)

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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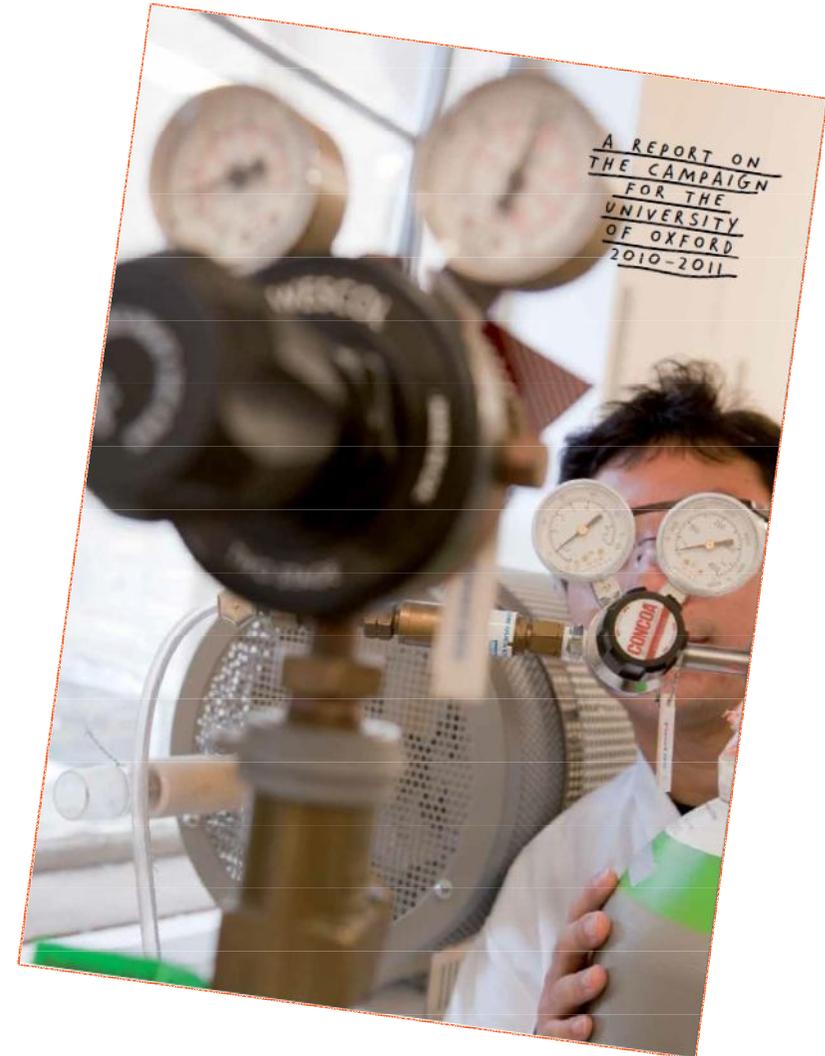
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Demonstrating collective  
leverage, impact and  
partnership

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



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



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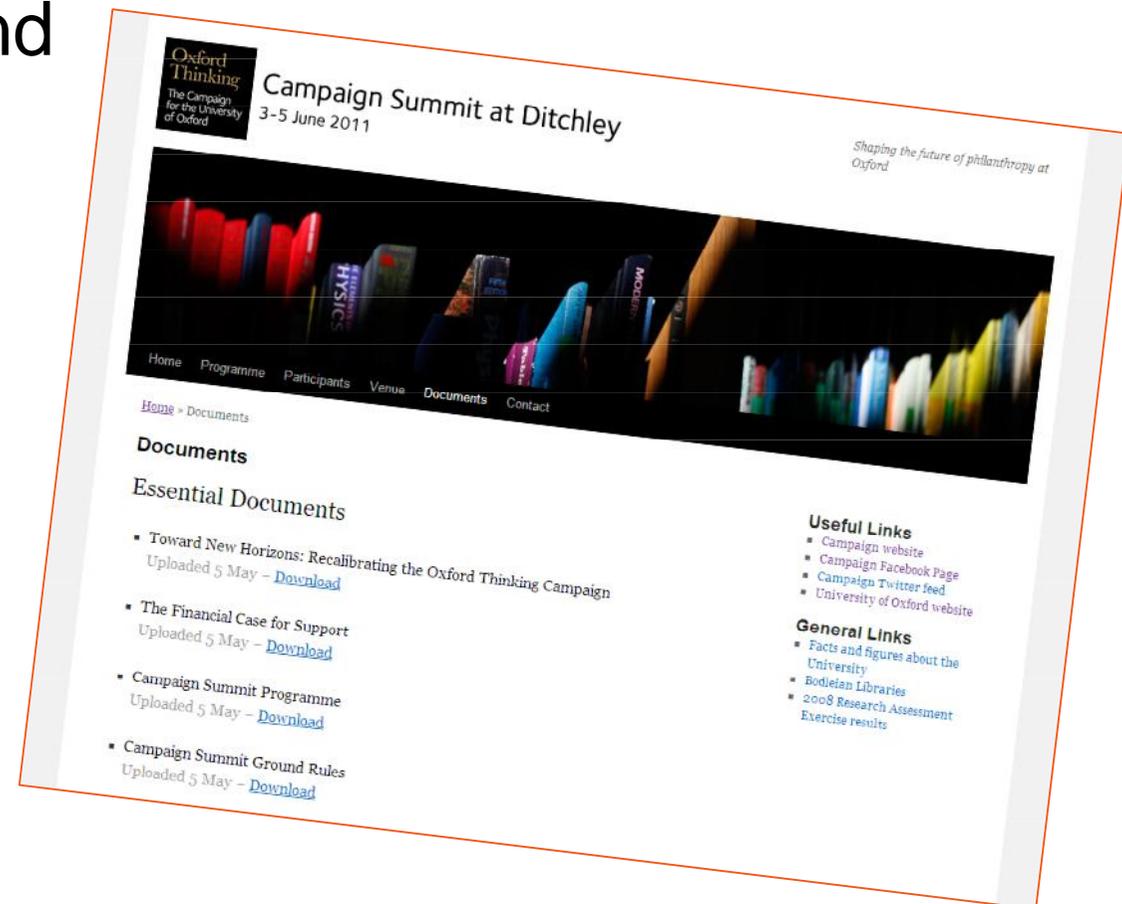
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## Demonstrating collective leverage, impact and partnership

Eg, for **major** donors

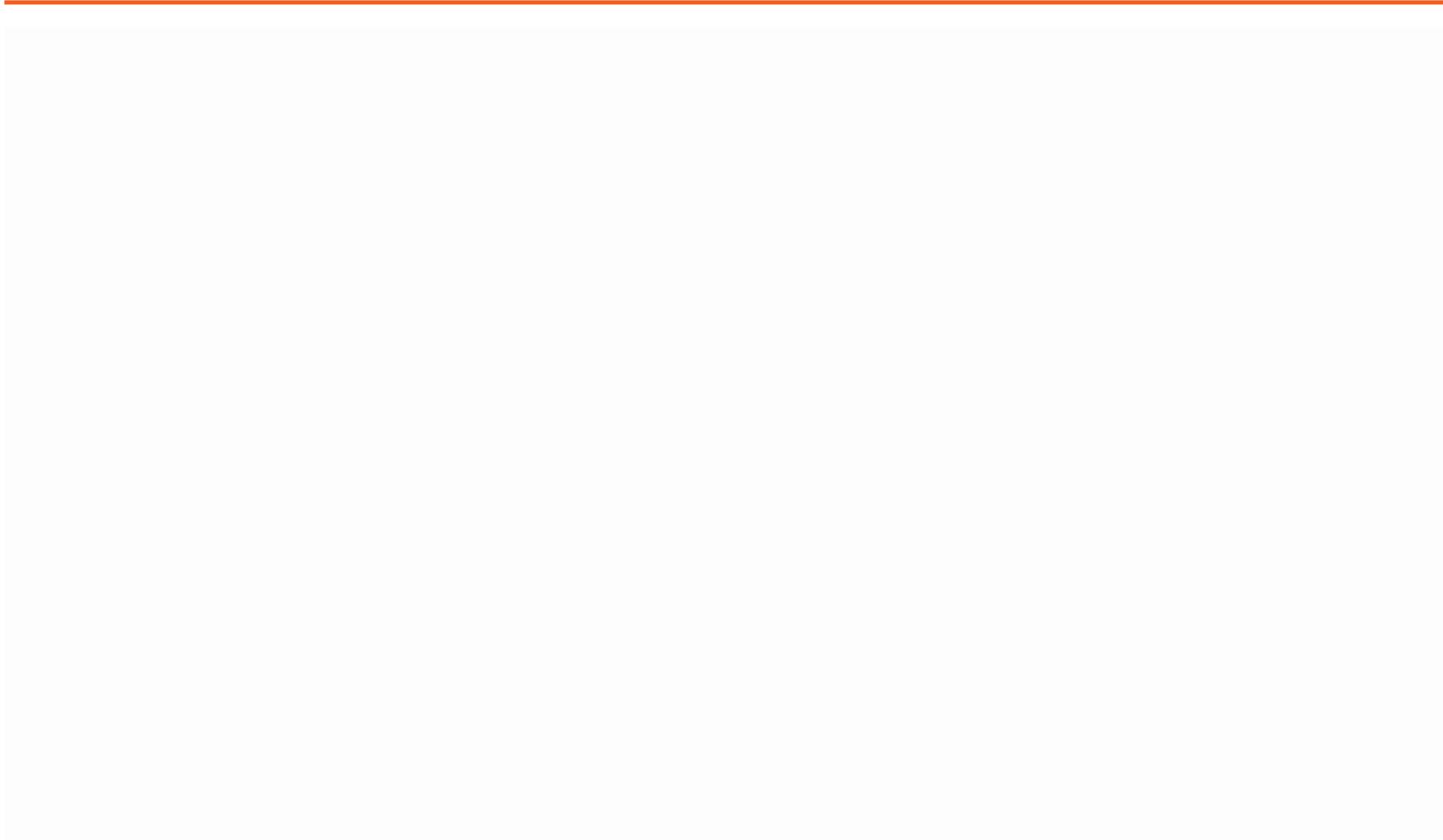


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**Any Questions?**