

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
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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 University

- 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?
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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?
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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
