

Enhancing Fundraising and Philanthropy in Higher Education: Identifying and Developing Funding Streams

Working with International Alumni

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Outline

- **Overarching Principles:** From Traditional to Progressive
- **Assessment:** The 4 Pillars of Engagement
- **Best Practices** Through Levering Internal and External Partnerships
- **Developing Standards** for Strategic International Planning
- Closing Thoughts

Overarching Principles

TRADITIONAL: SURVEY WHAT CURRENTLY
EXISTS ON CAMPUS

1. Identify senior faculty with international history
2. Identify active international Agreements of Cooperation
3. Identify existing major international donors
4. Identify lead volunteers



Agreements of Cooperation



Volunteers with connections

Overarching Principles

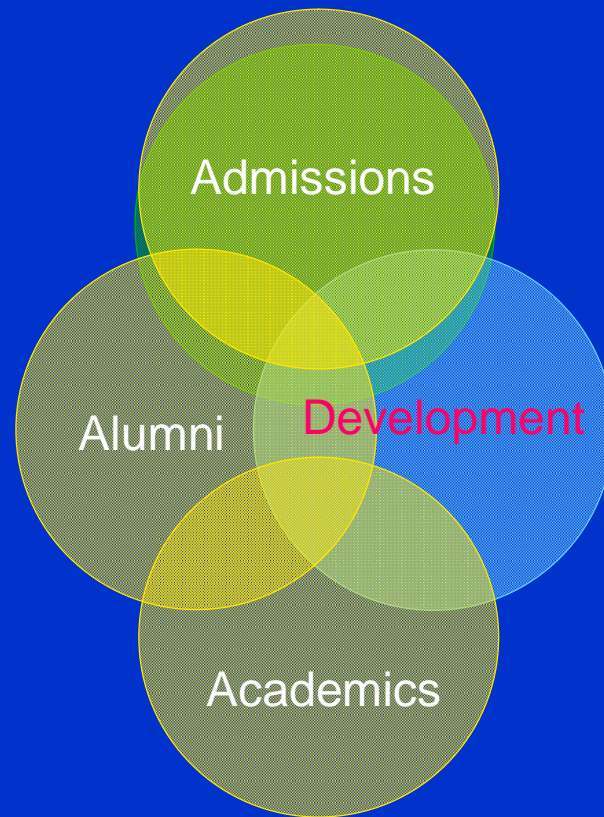
PROGRESSIVE

- A. Understand the culture of international countries of interest—philanthropy or a business deal
- B. Increased funding for inter-disciplinary and multi-countries research projects
- C. Intellectual capital
(e.g. technology transfer)
- D. Training trainers



Multi-Country Collaboration

The 4 Pillars of Engagement



Best Practices through Leveraging Internal and External Partnerships

INTERNAL

1. Campus wide donor clearing procedure
2. Prospect involvement with the university
3. “Sequential” ask
4. Consistent messages for opportunities to give
5. Stewardship plan
6. Review print and electronic communication vehicles to international prospects
7. Faculty, staff and campus departments support



Faculty

Best Practices through Leveraging Internal and External Partnerships

EXTERNAL

- A. Parents – current and former
- B. Consulates, Chambers of Commerce, Government Agencies...
- C. Internationally-placed schools and campus units
- D. Foundations, corporations and other external sources of financing
- E. Volunteers, domestic and international



Consul General

Developing Standards for Strategic International Planning

BUDGET: COMMON SOURCES

1. University Relations units – alumni, communications and development
2. Provost – academic leadership
3. Annual Fund unrestricted – campuswide or international office annual campaign
4. President/Chancellor – travel and gifts, staffing



Developing Standards for Strategic International Planning

BUDGET: NEW SOURCES

1. Office of Research
2. Office of Technology Transfer
3. University Extension/Continuing Education partnerships
4. Gifts-in-kind for services and programs
5. Shared budgets, staff, resources



Some Closing Thoughts...

- Early engagement
- Ongoing connections
- Recognition and stewardship are key
- Define the expectations for evaluating the success of programs
- Do not underestimate Students and Young Alumni and their contributions
- Innovation: Creativity, Flexibility, Adaptability
- Communications that are effective

Thank You & Questions

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