



2023 PRESIDENTS INSTITUTE

Designing the Future

Building Institutional Support:
New Approaches to Cultivating Lead Donors

Saturday, January 7, 2023



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Presenters

Amy C. Novak

President, St. Ambrose University

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President, Augsburg College

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Chair: Jaffus Hardrick

President, Florida Memorial University

Participate in the Vevox Poll



- Navigate to vevox.app in your browser
- Type in the session ID: **151-941-153**

OR

- Scan the QR code on your table

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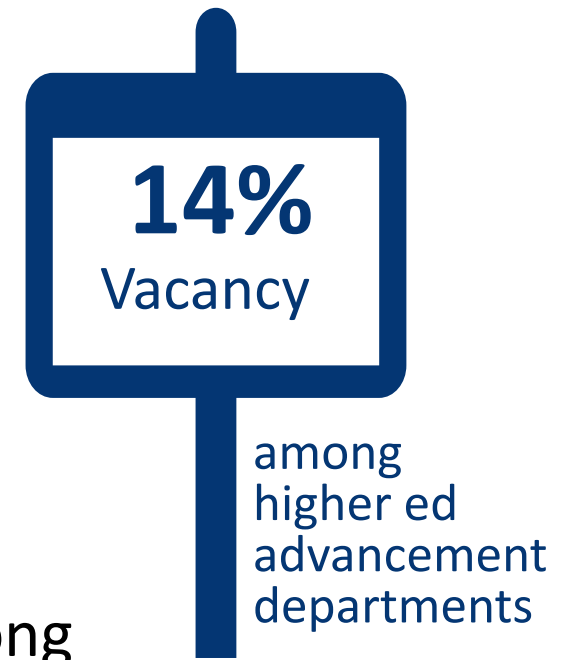
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Building Institutional Support:
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Topic One:
Philanthropic Trends and
Presidential Opportunities and
Challenges

Fundraising's Great Resignation

- Median vacancy rate of 14% for higher ed advancement department staff positions, double the national vacancy rate.
- Job postings for advancement staff increased by 40% from 2017 to 2022.
- Fundraising staff are the most likely to leave their positions among advancement departments – accounting for up to 50% of departures.
- Pursuit of a higher salary was number one cited reason for departures.
- Remote work flexibility is an expectation, with 82% of advancement departments offering remote or hybrid work options.



Philanthropic Landscape – Fewer Donors

- Gifts of \$500+ accounted for 90.5% of dollars raised in 2021.



MICRO
(Under \$100)

3.0%
of total dollars



SMALL
(\$101 - \$500)

6.5%
of total dollars



MIDSIZE
(\$500 - \$5K)

17.0%
of total dollars



MAJOR
(\$5K - \$50K)

26.1%
of total dollars



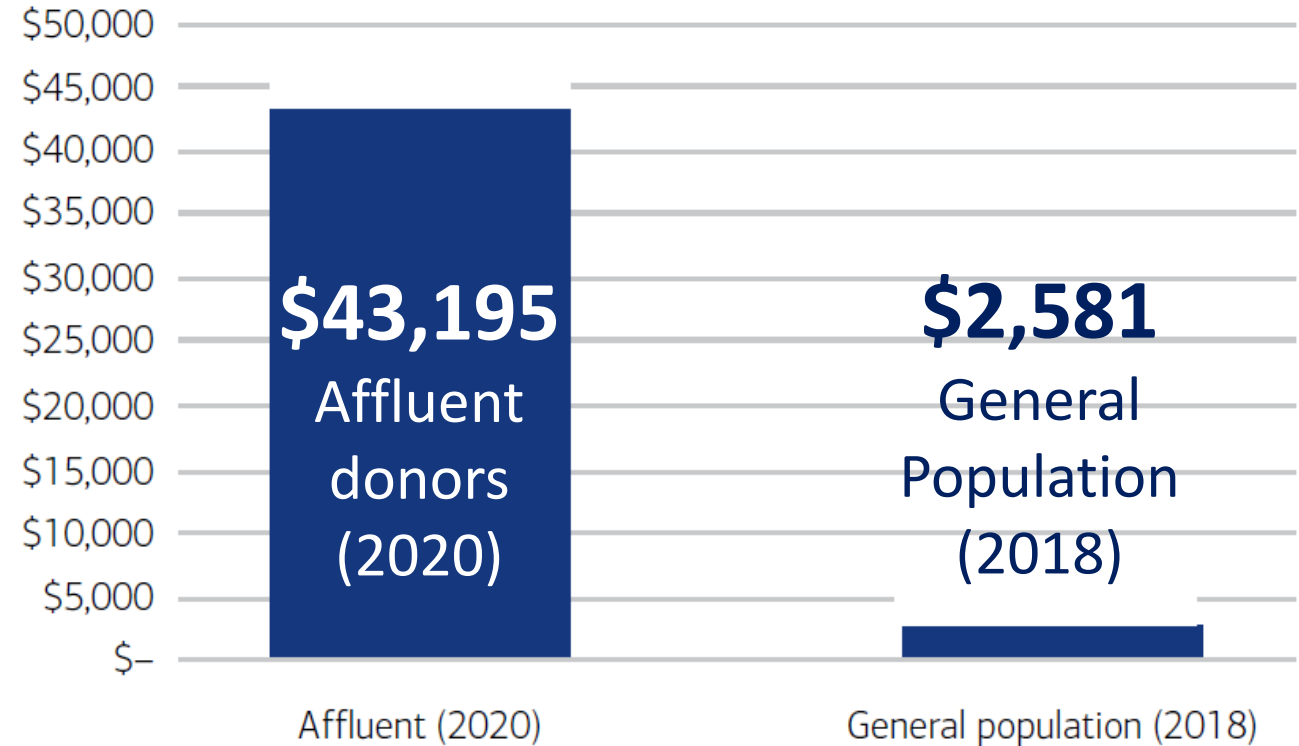
SUPERSIZE
(\$50K+)

47.4%
of total dollars

Charitable Giving by Affluent Households

Average total amount given to charity by high net worth donors is 17.5 times more than that given by the general population.

Average amount affluent donors gave to charity compared to the general populations



Note: Source for the U.S. general population is the 2019 Philanthropy Panel Study on giving in 2018, the latest year data is available on average giving by American households, accessible at generosityforlife.org

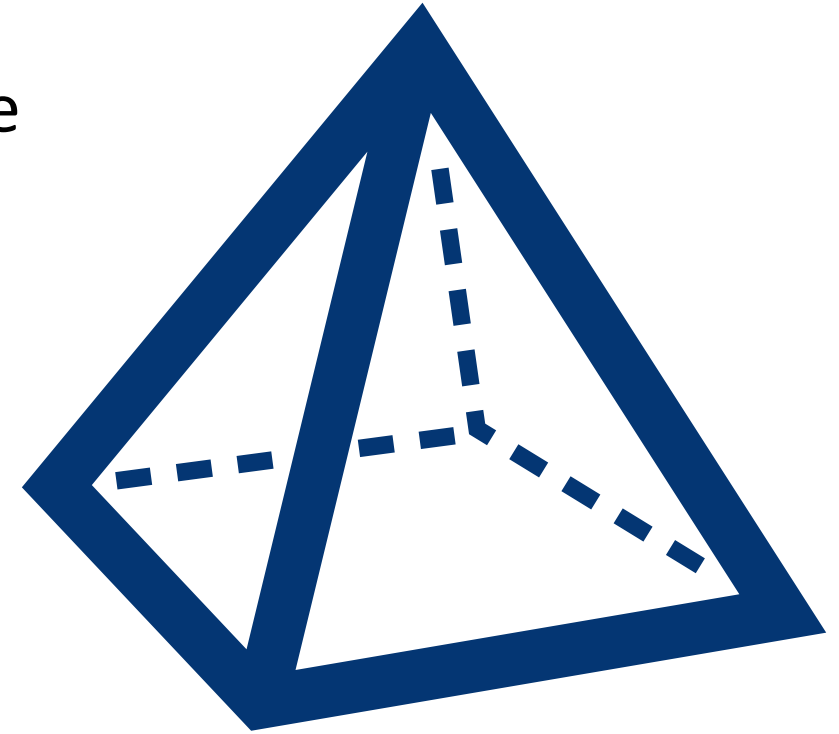


Growing the Middle of the Gift Pyramid

- Create matching fund opportunities
- Focus on emerging leaders
- Diversify funding methods
- Promote crowd funding opportunities
- Focus on affinity groups
- Promote women's giving
- Create giving circles
- Prioritize discovery visits by major gift officers

Philanthropic Landscape – Changing Demographics

- Gen X and Millennials are likely to be donors in the middle of your gift pyramid.
- While older generations give to an institution, younger generations give to causes and may not have as much loyalty to a specific institution.
- Institutions need to translate their work into a “cause” rather than a “place” to appeal to nontraditional donors and younger alumni.



Articulating Leadership's Vision

- Successful articulation of the vision is associated with higher numbers of million-dollar-plus donations.
- Gaining consensus among case for support and campaign impact is taking longer for many institutions.
- Campaign success hinges on the ability to inspire donors with a transformational vision of how things will be improved with their support.

“My wife and I have made these philanthropic investments because of the president’s compelling vision and articulation of a clear need to make the vision a reality.”

- Craig Weatherup, Donor to Arizona State University



Million Dollar Ready:

Assessing the institutional factors that lead to transformational gifts

1. Longer presidential tenure is associated with higher numbers of million-dollar-plus donations, as well as increased board giving
 - Case studies suggest president's ability to articulate vision and connect it to donors' motivations will have success.
2. Rankings and age are associated with higher numbers and value of million-dollar-plus gifts
3. Enrollment and alumni giving play a role

Million Dollar Ready:

Assessing the institutional factors that lead to transformational gifts

1. Student experience is a major reason donors give
 - At DePauw, interviewees described how social clubs enhanced experience and sparked love for institution.
2. President plays a key role
 - ASU President, Michael Crow, developed new theme that was embraced throughout university, its foundation, and its donors.
3. Foundations, boards, and faculty must be engaged
 - Interviewees cited structure of MIT Corporation and Visiting Committees as a major factor in attracting \$1m+ gifts.

TABLE DISCUSSION #1:

- What trends are you observing?
- What are the implications of these trends at your institution?

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Topic Two:
**Inspiring and Engaging Transformational
Gift Prospects**

TABLE DISCUSSION #2:

- What are your success stories about sharing your vision and inspiring transformational gifts?
- What are your opportunities/challenges?

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Topic Three:
**Resourcing and Leading Institutional
Advancement**

TABLE DISCUSSION #3:

- What are your greatest barriers to success in working with and resourcing Advancement?

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Concluding Thoughts:

- What resonated with you from the sessions?
- What actionable item(s) will you take back to your institution?

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