Hampton University

Strategies for Successful Fundraising

Presented by:
Arthur G. Affleck, JD
Associate Vice President for Development &
Director of the Campaign for Hampton University
AGENDA

• Introductions
• The Campaign for Hampton University
• The Fundraising Environment
• Fundraising Strategies for Individuals, Corporations, and Foundations
• Questions and Answers
The $150,000,000 Campaign for Hampton University

• It was launched in 2013 and will end in 2018
• It is a comprehensive campaign
• Campaign Priorities:
  – Endowed Scholarships
  – Endowed Chairs and Professorships
  – Technology Enhancements
  – Faculty Enhancements
  – Academic Facilities
  – Programmatic Enhancements
The Fundraising Landscape

It’s Competitive

• There are over 1,429,801 tax-exempt organizations in the U.S.

• There are over 3000 4-year and 1,700 2-year institutions in the U.S.

• Increasingly Public 2 & 4-year institutions are seeking private sector & federal funds as State support dwindles.
Charitable Giving in the U.S.

- Total estimated charitable giving in the United States in 2013 rose to $335.17 billion.
- Giving by individuals totaled an estimated $240.60 billion, rising 4.2% in 2013.
- Giving to education increased 8.9% between 2012 and 2013, to $52.07 billion. Giving to education organizations increased 7.4%.

According to Giving USA
The Campaign for Hampton University

2013 CONTRIBUTIONS: $335 BILLION
BY SOURCE OF CONTRIBUTION

Individuals
$240 B
72%

Foundations
$49 B
15%

Corporations
$18 B
5%

Bequests
$28 B
8%
Primary External Funding Sources

• Most colleges and universities seek grants and donations from federal and state governments, corporations, foundations and individuals.

• Over $300 Billion from the private sector to U.S. charities.

• Approximately $50 Billion to higher education.
Fundraising: Who, Me?
Embrace Fundraising

• It will enhance your department/school.
• It will serve you well throughout your career.
• It can be learned. However, like riding a bicycle, you can’t learn by watching.
• It can be fun.
• You must do it.
Corporations

• Why do corporations give?
  – **ROI**: Talent, Visibility/brand awareness, Impact

• Types of corporate support
  – Grants, In-kind, Sponsorships, etc.

• Researching corporations
  – The Foundation Center, Company Websites, Annual Reports, Hoover’s Dunn & Bradstreet, etc.
  – Big Online USA, and other sites.
  – Where your graduates are working.
Corporations continued

• Cultivation
  – Phone calls, visits, letters, emails etc.

• Making the match-Developing an effective proposal
  – Linkage, Interest, Ability, Geography & Process
  – Letter of Inquiry and/or On-line Application

• How will the Corporation Evaluate your Proposal
  – Guidelines, timing, focus, budget, Quality, etc.
  – Best to have an internal champion
Foundations

• Company-sponsored foundations
  – E.g. Wells Fargo Foundation, J.P. Morgan Foundation

• Private foundations
  – Andrew Mellon, Rockefeller & the Ford Foundation
  – Private Family Foundations
  – Community Foundations
    • Hampton Roads Community Foundation

• Foundations are mission driven and look for:
  – Clarity, realistic plan, measurable milestones & results, alignment, sustainability, etc.
Foundations continued

• Research past grants to Hampton.
• Follow deadlines.
• If possible, make personal contact.
• Invite reps to visit the campus.
• Listen carefully to program officers comments.
• After applying, be patient.
• If successful, congrats! If denied, ask why.
• **Finding Federal Grants**
  – Federal Register
  – Discretionary funds
  – Catalog of Federal Domestic Assistance (CFDA)
  – Contacts

Individuals

- 80% of gifts to charities come from individuals.
- Individuals who are properly stewarded give again.
- Individual donors can become volunteers and lead you to other donors.
- Individuals can give cash, securities, property, paid up insurance policies, bequests, etc.
Ten-Step Process for Donor Development

- Prospect Identification
- Develop Initial Strategy
- Cultivate the relationship with the donor
- Involve the donor
- Evaluate the effectiveness of the cultivation & involvement strategies
- Ask the prospect if they would consider a gift
- Make the solicitation
- Follow through with the agreement or proposal
- Steward
- Renew
“Making the Ask”

• **Opening**: Establish rapport by talking about the weather, family or whatever the prospect raises.

• **Involvement**: Bring the subject of the University into the conversation quickly but not rudely. Ask the prospect questions and allow the prospect to ask questions.

• **Presentation**: After you have listened to the prospect, make your presentation about your program and the money require to make it happen. Be open to questions.

• **Close**: Look at the prospect and Ask confidently for the gift.

• Be prepared for objections:
  - Size of gift
  - Project goals
  - Personal considerations
Conclusion & Review

• If you want to get, you have to ask.
• There must be a defined case for support.
• Money is attracted by strength.
• Look to individuals first.
• The right person must ask for the right gift at the right time followed by the right stewardship.
• Wealth and generosity are not related.
• You won’t get milk from a cow by mailing it a letter...
Questions and Answers

Donors don’t give to institutions. They invest in ideas and people in whom they believe.

-G.T. Smith