

# Fundraising for Graduate Deans

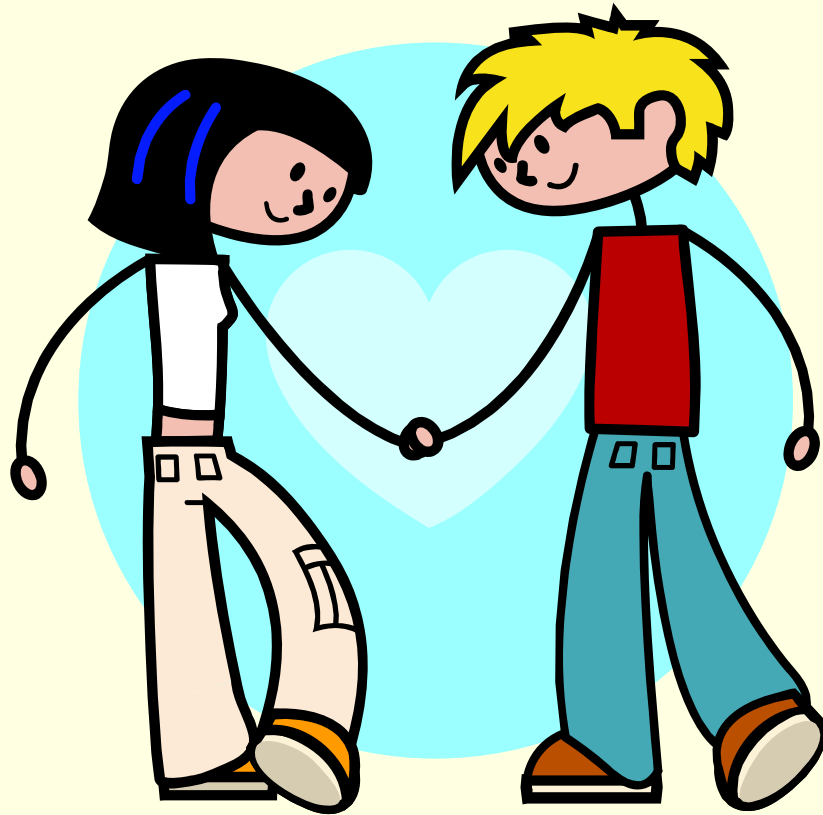
An adventure in  
matchmaking  
(from the dark side)



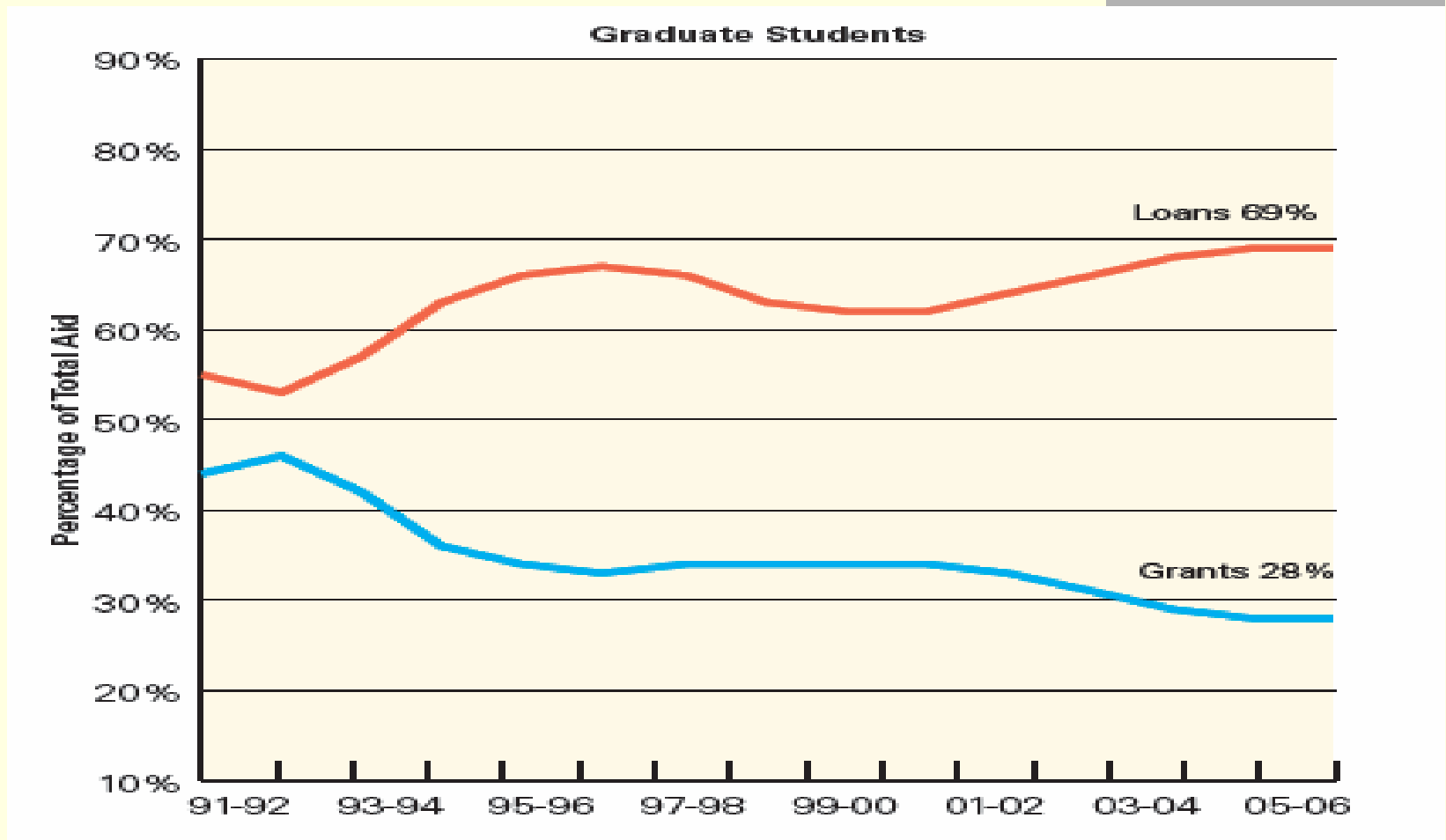
# Matchmaking

---

- Partners



# Grants Versus Loans, Percent Share of Total Aid, 1991-92 to 2005-06



# We may be late to the table . . .

---

- But I understand that couples are waiting longer for marriage, families and so on.



# A marriage of convenience

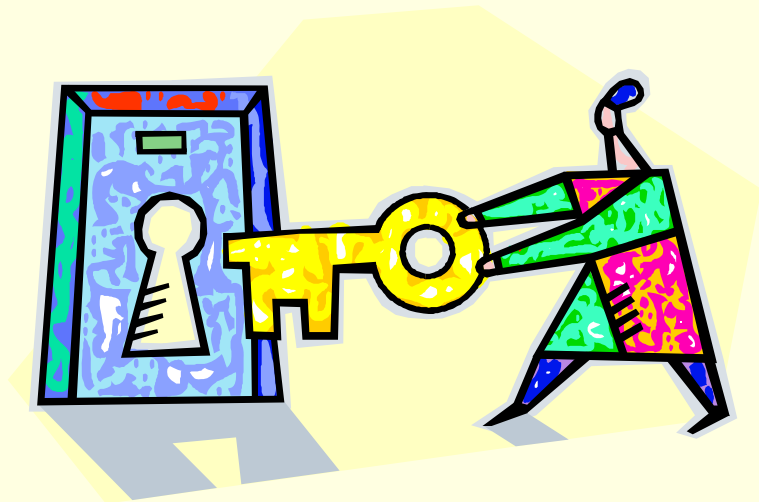
---

- You have attractive opportunities
  - You are looking for a caring, receptive partner who can support and nurture those opportunities
- Fundraisers look for attractive opportunities
  - And have ways to support and nurture them
  - But they don't want to be loved just for their money

# Your opportunities

---

- Social change
- Scientific discovery
- Economic impact
- Financial gain
- Estate planning
- Legacy
- Notoriety
- Honor



# Fundraisings support and nurturing

---

- Grants
  - Government
  - Corporate
  - Foundation
- Scholarships, Assistantships, Fellowships
- Predictability
  - Endowed funds
  - Anticipated funds – planned giving

# Fundraiser needs

---

- Understanding your needs as opportunities
- Connecting your needs to donor motivations
- Identifying potential donors
- Building donor “linkage” and “interest”
- Believing this is more than a one night stand



# OK, so you may need them more than they need you!

---

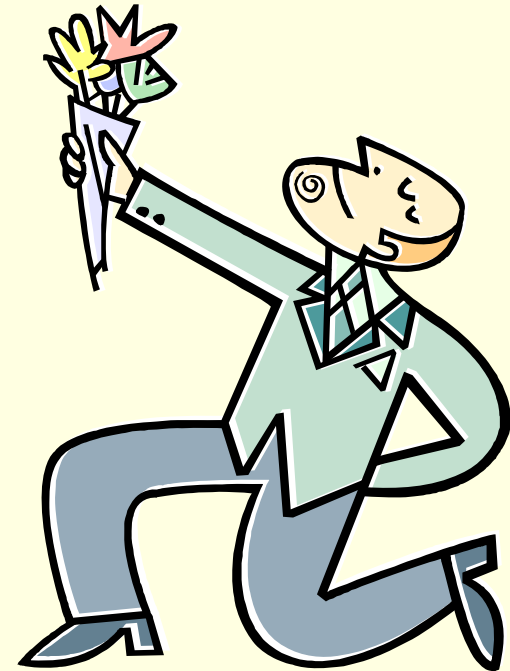
- You are one of many suitors
- They can pick and choose



# Starting a relationship

---

- Do your homework
  - Get to know the Advancement family
- Then put your best foot forward
  - Introduce your family



# The Advancement Family

---

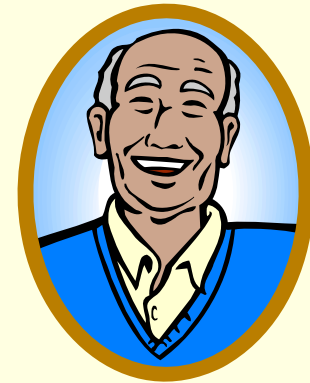
- Development – the fundraisers
- Alumni – the friendraisers
- Public Relations – the community voice



# The relatives

---

- Annual Fund
- Major Gifts
- Planned Gifts
- Development Research
- Special Events



# The influential friends

---

- Alumni
- Friends of the university
- Corporations
- Foundations
- Uncle Sam



# Introduce your family

---

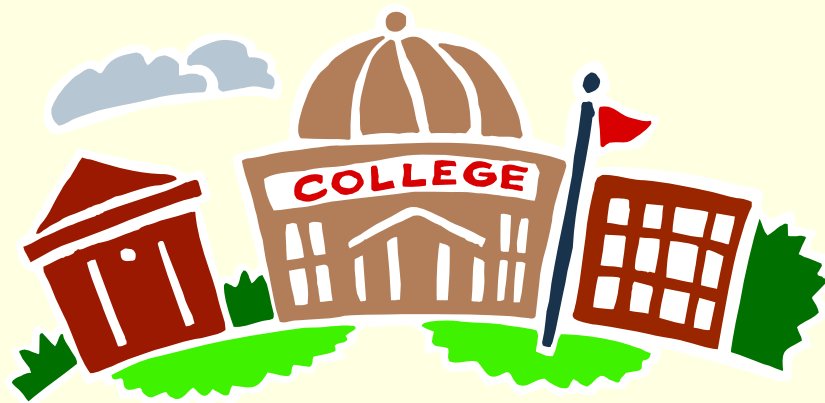
- Teaching
- Scholarship
- Service
- Departments



# Your relatives

---

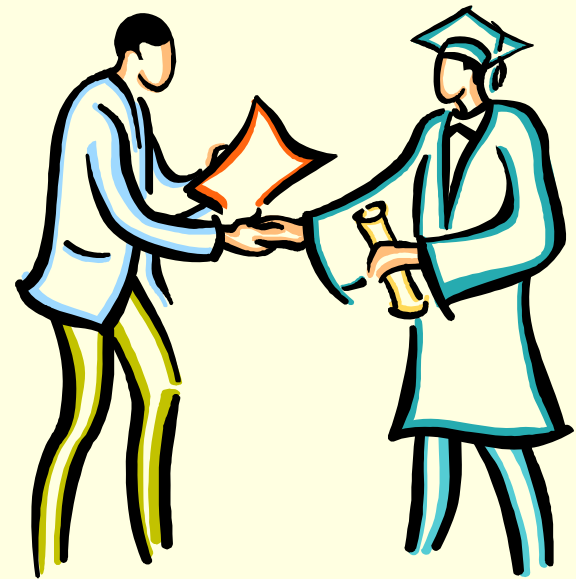
- Equipment
- Space
- Salaries
- Student assistance
- Etc.



# Your influential friends

---

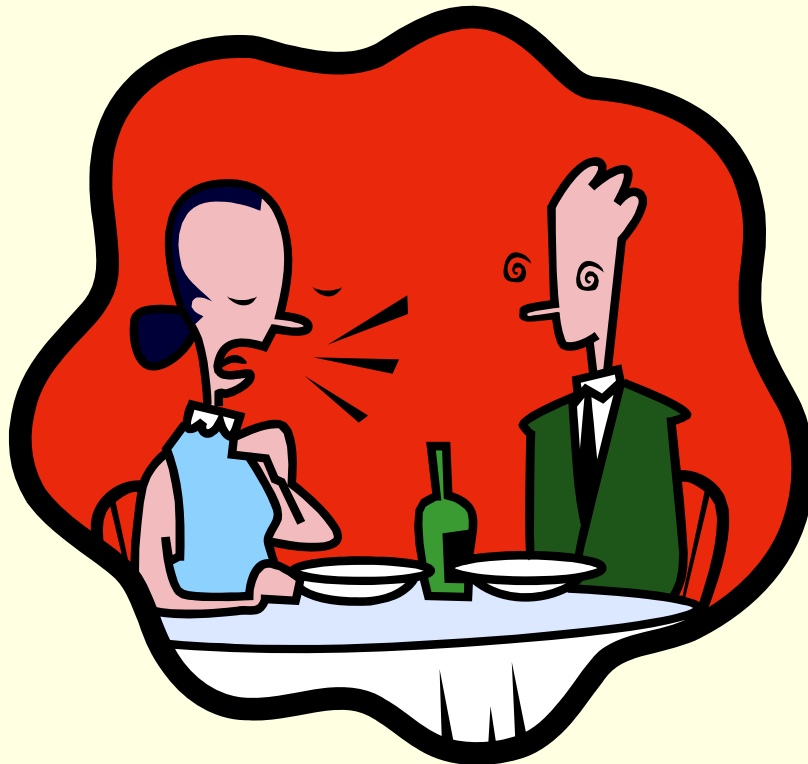
- Students
- Alumni
- Faculty
- Friends and Associates



# Start by arranging a date

---

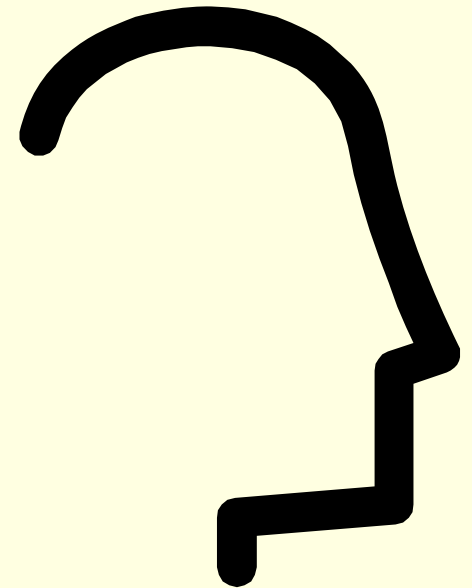
- Get together
- See what happens



# A good relationship begins with getting to know your partner

---

- Take a sincere interest in fundraising –your partner
- Look for opportunities to tell your partner about yourself – your needs, but also your assets



# Don't be a stranger

---

- Find some social time before you propose
  - Regular meetings for
    - Information
    - Education



# An old and noble profession

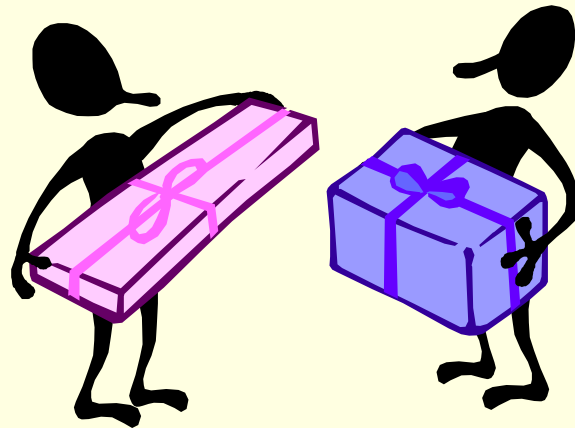
---

- Fundraising
  - Not begging
  - A discipline with its own philosophy and principles
  - CASE – Council for the Advancement and Support of Education
  - Planned and deliberately executed

# Share your story

---

- You don't need anything
- You have nothing but opportunities to offer
  - Fundraisers are deluged with “needs,” and donors aren't always interested in your needs
  - Help them by connecting your needs to donor motivations



# Donor motivations are . . .

---

- Personal
- Financial



# Personal

---

- Interest in creating a legacy
- Feel strongly about a cause
- Giving back to the community
- Personal experience with an organization
- Response to a request
- Religion or spirituality
- Keep family close and in contact
- Pass on tradition of giving to children and grandchildren

# Financial

---

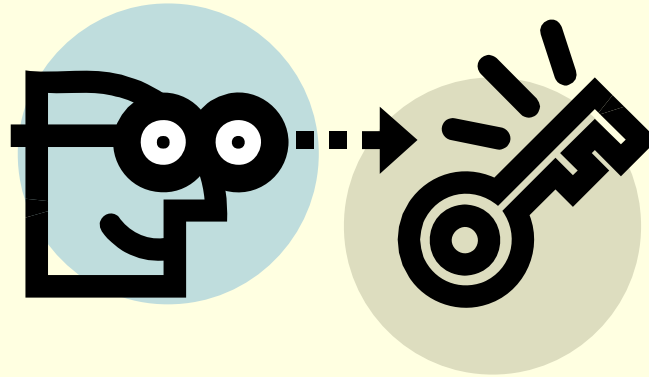
- Tax benefits
- Control the transfer of wealth
- Circumstances/life event (business sale, inheritance, retirement, etc.)
- Have multiple charitable interests and desire to simplify and streamline their giving



# Get the family involved

---

- Opportunities in . . .
  - Teaching – assure the best and the brightest
  - Scholarship – advance science
  - Service – open new vistas
  - Departments – develop world leaders



# Invite the relatives

---

- Equipment – compete successfully with other institutions
- Space – name a lab, seminar room, etc.
- Salaries – endow a chair
- Student assistance – memorialize a dear relative or friend
- Etc. – don't let Uncle Sam get it



# Call on some influential friends

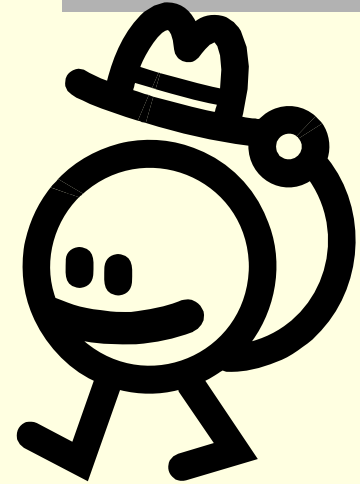
---

- Have the faculty tell them about what their students/graduates do
  - How they make a difference
  - Who they touch
  - Where they change the world
- Have students tell them their stories, where they came from, the debt they are taking on, the differences they hope to make
- Tell them how much more you could do if . . .

# Think you've got the idea?

---

- It's all about respect . . .
  - Yours for them
  - Theirs for you
- And realizing that you have no needs, just opportunities
- And that fundraisers can be loved for more than just their money.



Thank you for your  
attention.

James E. Millard, Ph.D.  
Assistant Dean  
School of Graduate & Professional Studies  
Rockhurst University  
Kansas City, Missouri