

COMPELLING IDEAS

Today's donors seek specific initiatives that support the issues they find compelling. However, cost pressures are often at odds with the ability of academic leaders to think big—even when we ask them to. Chief advancement officers must place themselves at the center of a process to engage academic partners to generate ideas that will inspire today's donor investors.

Importance of "Supporting a Mission or Cause" Stated by Donor Investors



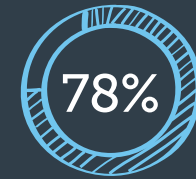
3.8 out of 4.0

Ranked #1 out of 24 possible reasons to donate

TRANSFORMATIVE IMPACT

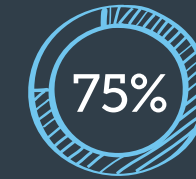
Before making gifts, donors want to understand the impact of their donation. The good news is that for today's donors, "impact" is a flexible term allowing us to pre-wire expectations. To build the case for investment in compelling ideas, the frontline fundraising team needs to understand and communicate their impact. That information, is only going to be uncovered by working with academic partners.

Issue-Specific Impact



78% of donors seek information about long-term benefits to society that are the result of addressing or resolving issues

Organization-Specific Impact

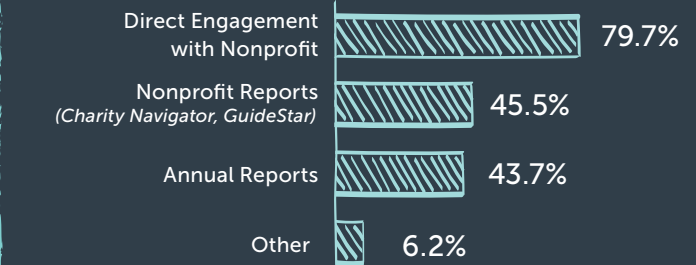


75% of donors seek information about the impact of an organization

CREDIBLE CONNECTIONS

Donors want to be part of solving problems. They seek opportunities to listen and to learn about the organizations they support. Many favor direct engagement with those organizations—from leadership to the people doing the work that their gifts support. Advancement leaders and their teams must work with idea originators to build competence and comfort in directly communicating their ideas to donors.

High Net Worth Philanthropists Favor Direct Engagement for Evaluation



CHECKLIST FOR SUCCESS

- ✓ Get the right people in the room
- ✓ Define what is (and is not) a big idea at your institution
- ✓ Create a clear, concise case for investment
- ✓ Pre-wire impact reporting by agreeing on milestones
- ✓ Strengthen academic partners' donor-facing skills with experiential practice sessions
- ✓ Help faculty members develop a compelling pitch

What Donor Investors Want from Higher Ed



Today's major and principal gift donors think differently about their philanthropy and the organizations they choose to support. Acting more like investors, they are interested in substance and are strategic and thoughtful about their giving.

To continue to secure investments, campus leadership and advancement teams must work to convince donors that higher education is a good investment for how they want to change the world.