
The Sustainability Crisis in Higher Ed Fundraising: Part One of the New Frontiers in Pipeline Development Webconference Series

Translating Insight Into Action

A Discussion and Self-Reflection Guide

Instructions:

Use the following discussion/self-reflection guide to connect today's webconference presentation to your own experiences and institutional context.

1. How many high-net-worth prospects has our wealth screening and prospect research team identified? How many of them have our frontline fundraisers met with to qualify or disqualify?
2. In what ways do we use Big Data for prospect management and major gift cultivation? What do we do well? What could we do better?
3. What steps have we taken to compete with the growing number of nonprofits and their increasingly sophisticated major gift fundraising strategies?
4. How much of our gift revenue comes from our 36 biggest gifts? Has this percentage increased or decreased over time?
5. What is the average age of the donors who give our 36 biggest gifts? How many major gift donors do we have who are ten and fifteen years younger than that average age?
6. If the stock market were to decline steeply and the value of our three largest gifts decreased by 1/3, how would it affect our annual revenue totals?
7. Of the three prospect populations below, which is our biggest blind spot or missed opportunity?
 1. Assigned but overlooked prospects
 2. High-potential unassigned prospects
 3. Younger prospects who are still building capacity