



EAB

Reimagining Major Gift Strategy for a New Era

Innovations in Prospect Development

Advancement Forum

Will We Notice COVID in the Rear-View Mirror?

2

Scientists Think the Pandemic Will Be a Blur for Most People

An Oxford Dictionary 2020 Word of the Year



"Blursday" (noun)

\blurz-dey\

a day of the week that is indistinguishable from any other

Science Suggests We'll Soon Forget the Pandemic

Lack of daily variety



Fewer distinct memories created

Pandemic-induced stress



Struggle to recall details from period

Will We Forget What Fundraising Was Like During the Pandemic?



Zero hours spent in airport lounges



\$1M+ proposals delivered virtually



1,000+ attendee zoom events



Emergency-fund giving galore



An explosion of planned gifts



Hiring freezes during campaigns

Source: Hutchins Aaron, "[How the pandemic has rewired our brains](#)," *Maclean's*, October 8, 2021; Shayla Love, "[You'll Probably Forget What It Was Like to Live Through a Pandemic](#)," *Vice*, April 21, 2020; "[2020 Words of an unprecedented year](#)," Oxford Languages; EAB interviews and analysis.

Resisting the Reset Button



"We threw the playbook in the fire. Now we have to stop ourselves from jumping in after it. That's the challenge of the moment. It's the very human urge to reset to the known, to a comfortable space, to what you know best. Here's the thing: **how we worked over the past year-plus is more of a hint of what is to come,** what is possible, and not just a blip."

*Charlie Melichar
Principal, Melichar Consulting*

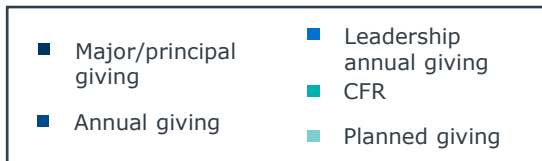
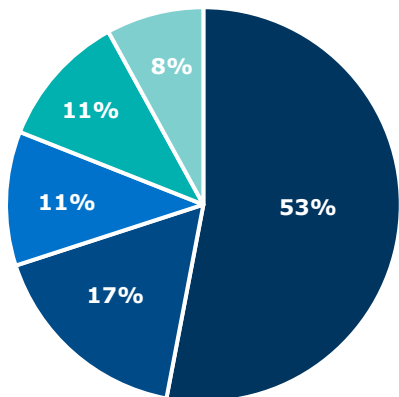
Reimagining Our Bread-and-Butter Division



Major Gifts Has the Largest Opportunity for Growth

MGOs Represent the Largest Group of Fundraising Personnel...

Average Fundraising FTEs, FY16-FY20



...But MGOs Underperform Compared to Their Colleagues

Median Value of New Gifts and Commitments by Role, FY2020



Perennial Challenges We Can Now Address

It Is Time to Reexamine Key Steps in Major Gift Prospect Development

Engagement

Major gift prospects don't respond to engagement content

Qualification

Cultivation



60%

Of alumni had never been to an alumni event

80%

Of alumni didn't feel very connected to their alma mater

Bland Content to Blame



Homecoming



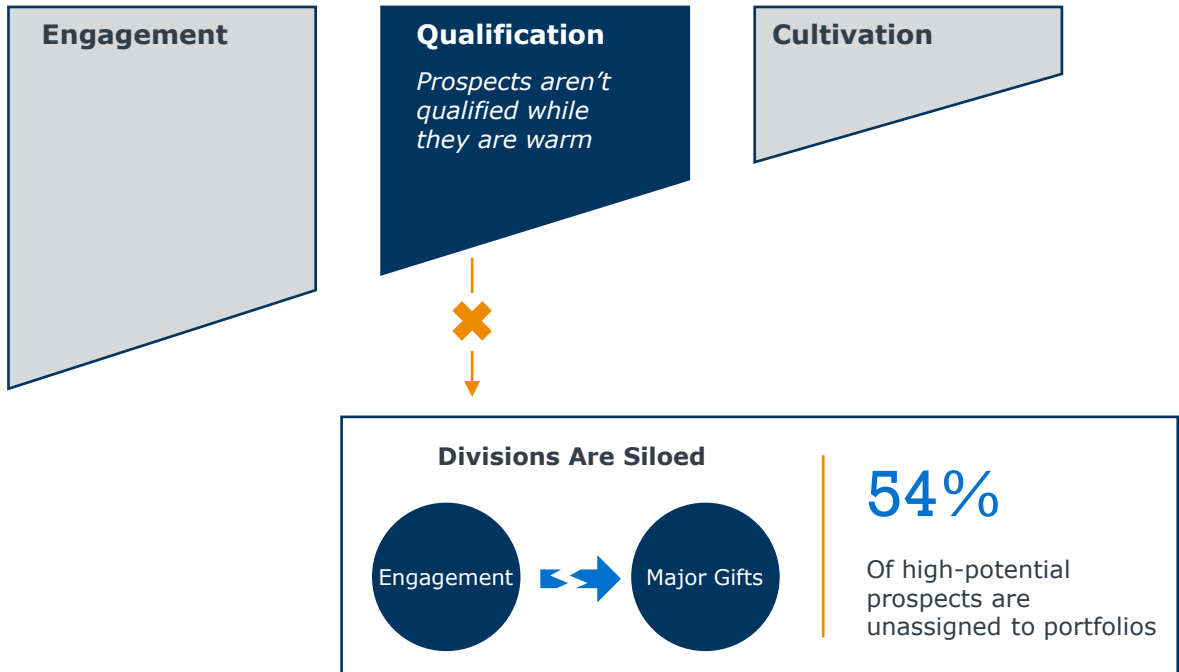
Happy Hours



Reunions

Perennial Challenges We Can Now Address

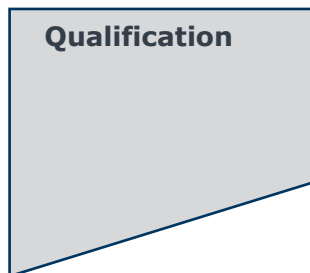
It Is Time to Reexamine Key Steps in Major Gift Prospect Development



Perennial Challenges We Can Now Address



It Is Time to Reexamine Key Steps in Major Gift Prospect Development



Once qualified, prospects linger in cultivation



9%

Of assigned, rated major gift prospects give major gifts in any given year

Surface-level Meetings Don't Advance Cultivation



Coffee chats



Generic updates

Our Roadmap for Today's Discussion

