

How to Win Donor Mindshare

IN THE Attention Economy

Colleges and universities have struggled for years with declines in their donor pools. As the number of fundraising organizations grows and the pace of appeals ramps up, donors find themselves inundated with solicitations and less inclined to give back to their alma mater. Advancement leaders worry that contractions at the bottom of the giving pyramid spell long-term trouble for their major gift pipeline.

The smartest fundraising shops confront the donor mindshare challenge through a targeted, multipronged strategy. They triage their donor populations, identify the obstacles each one faces to giving back, and implement customized tactics to mitigate pitfalls.

