

Hampton University

Strategies for Successful Fundraising

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AGENDA

- Introductions
- The Campaign for Hampton University
- The Fundraising Environment
- Fundraising Strategies for Individuals, Corporations, and Foundations
- Questions and Answers

The \$150,000,000 Campaign for Hampton University

- It was launched in 2013 and will end in 2018
- It is a comprehensive campaign
- Campaign Priorities:
 - Endowed Scholarships
 - Endowed Chairs and Professorships
 - Technology Enhancements
 - Faculty Enhancements
 - Academic Facilities
 - Programmatic Enhancements

The Fundraising Landscape

It's Competitive

- There are over 1,429,801 tax-exempt organizations in the U.S.
- There are over 3000 4-year and 1,700 2-year institutions in the U.S.
- Increasingly Public 2 & 4-year institutions are seeking private sector & federal funds as State support dwindles.

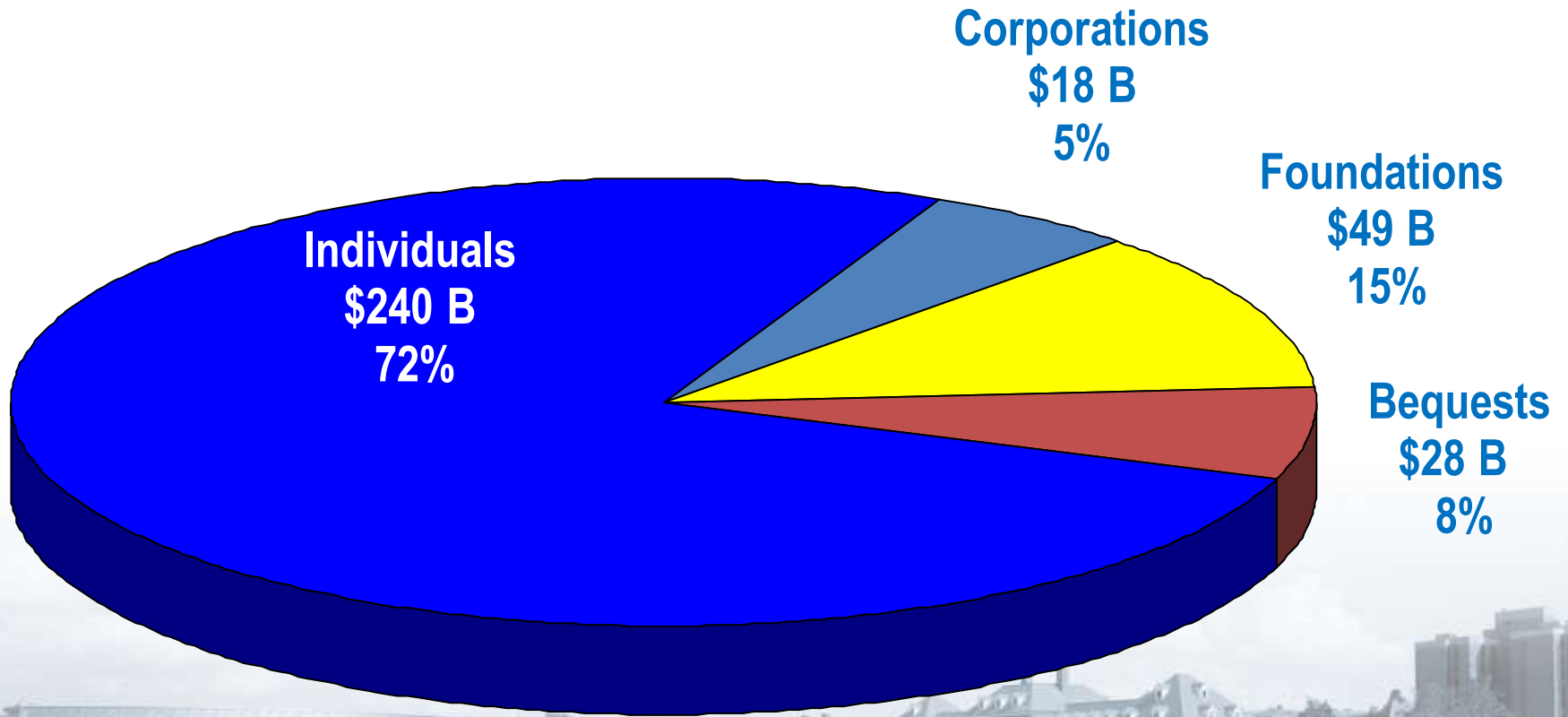
Charitable Giving in the U.S.

- Total estimated charitable giving in the United States in 2013 rose to \$335.17 billion.
- Giving by individuals totaled an estimated \$240.60 billion, rising 4.2% in 2013.
- Giving to education increased 8.9% between 2012 and 2013, to \$52.07 billion. Giving to education organizations increased 7.4%.

According to Giving USA

The Campaign for Hampton University

2013 CONTRIBUTIONS: \$335 BILLION
BY SOURCE OF CONTRIBUTION



Primary External Funding Sources

- Most colleges and universities seek grants and donations from federal and state governments, corporations, foundations and individuals.
- Over \$300 Billion from the private sector to U.S. charities.
- Approximately \$50 Billion to higher education.

The Campaign for Hampton University



Fundraising: Who,
Me?

Embrace Fundraising

- It will enhance your department/school.
- It will serve you well throughout your career.
- It can be learned. However, like riding a bicycle, you can't learn by watching.
- It can be fun.
- You must do it.

Corporations

- Why do corporations give?
 - **ROI:** Talent, Visibility/brand awareness, Impact
- Types of corporate support
 - Grants, In-kind, Sponsorships, etc.
- Researching corporations
 - The Foundation Center, Company Websites, Annual Reports, Hoover's Dunn & Bradstreet, etc.
 - Big Online USA, and other sites.
 - Where your graduates are working.

Corporations continued

- Cultivation
 - Phone calls, visits, letters, emails etc.
- Making the match-Developing an effective proposal
 - Linkage, Interest, Ability, Geography & Process
 - Letter of Inquiry and/or On-line Application
- How will the Corporation Evaluate your Proposal
 - Guidelines, timing, focus, budget, Quality, etc.
 - Best to have an internal champion

Foundations

- Company-sponsored foundations
 - E.g. Wells Fargo Foundation, J.P. Morgan Foundation
- Private foundations
 - Andrew Mellon, Rockefeller & the Ford Foundation
 - Private Family Foundations
 - Community Foundations
 - Hampton Roads Community Foundation
- Foundations are mission driven and look for:
 - Clarity, realistic plan, measurable milestones & results, alignment, sustainability, etc.

Foundations continued

- Research past grants to Hampton.
- Follow deadlines.
- If possible, make personal contact.
- Invite reps to visit the campus.
- Listen carefully to program officers comments.
- After applying, be patient.
- If successful, congrats! If denied, ask why.

The Campaign for Hampton University

- **Finding Federal Grants**

- www.Grants.Gov - Find and apply on-line
- Federal Register
- Discretionary funds
- Catalog of Federal Domestic Assistance (CFDA)
- Contacts

- **Agency Departments:** Education, Defense, Commerce, Energy, Labor, Agriculture, Transportation, Homeland Security, Health & Human Services-includes NIH, Justice, Housing & Urban Development, Interior, State, NSF and many other Centers, Bureaus etc.

Individuals

- 80% of gifts to charities come from individuals
- Individuals who are properly stewarded give again.
- Individual donors can become volunteers and lead you to other donors.
- Individuals can give cash, securities, property, paid up insurance policies, bequests, etc.

Ten-Step Process for Donor Development

- Prospect Identification
- Develop Initial Strategy
- Cultivate the relationship with the donor
- Involve the donor
- Evaluate the effectiveness of the cultivation & involvement strategies
- Ask the prospect if they would consider a gift
- Make the solicitation
- Follow through with the agreement or proposal
- Steward
- Renew

“Making the Ask”

- **Opening:** Establish rapport by talking about the weather, family or whatever the prospect raises.
- **Involvement:** Bring the subject of the University into the conversation quickly but not rudely. Ask the prospect questions and allow the prospect to ask questions.
- **Presentation:** After you have listened to the prospect, make your presentation about your program and the money require to make it happen. Be open to questions.
- **Close:** Look at the prospect and Ask confidently for the gift.
- Be prepared for objections:
 - ✚ Size of gift
 - ✚ Project goals
 - ✚ Personal considerations



Conclusion & Review

- If you want to get, you have to ask.
- There must be a defined case for support.
- Money is attracted by strength.
- Look to individuals first.
- The right person must ask for the right gift at the right time followed by the right stewardship.
- Wealth and generosity are not related.
- You won't get milk from a cow by mailing it a letter. . .

Questions and Answers

**Donors don't give to institutions.
They invest in ideas and people in whom they believe.**

-G.T. Smith

