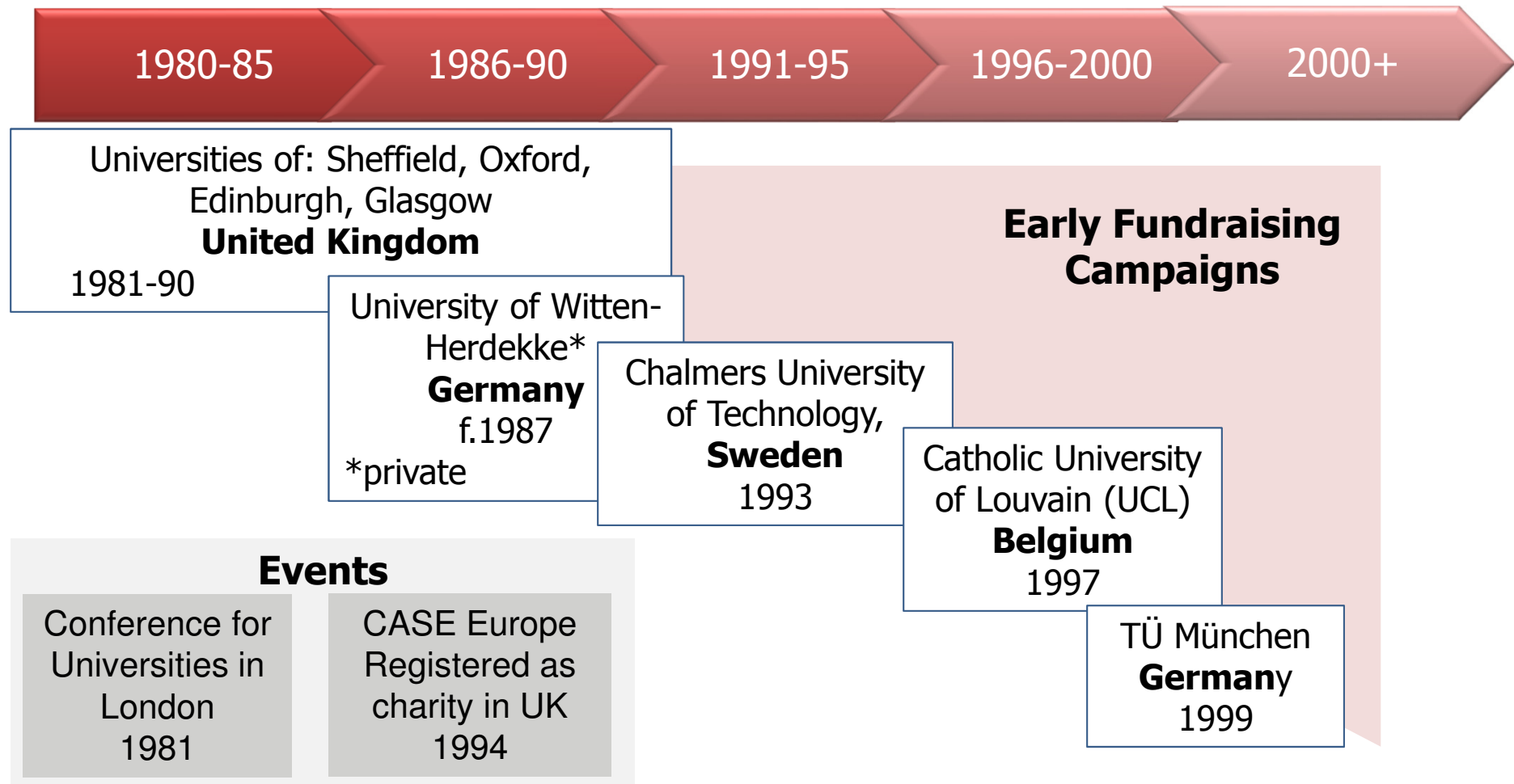


Major Donor Fundraising for European Universities

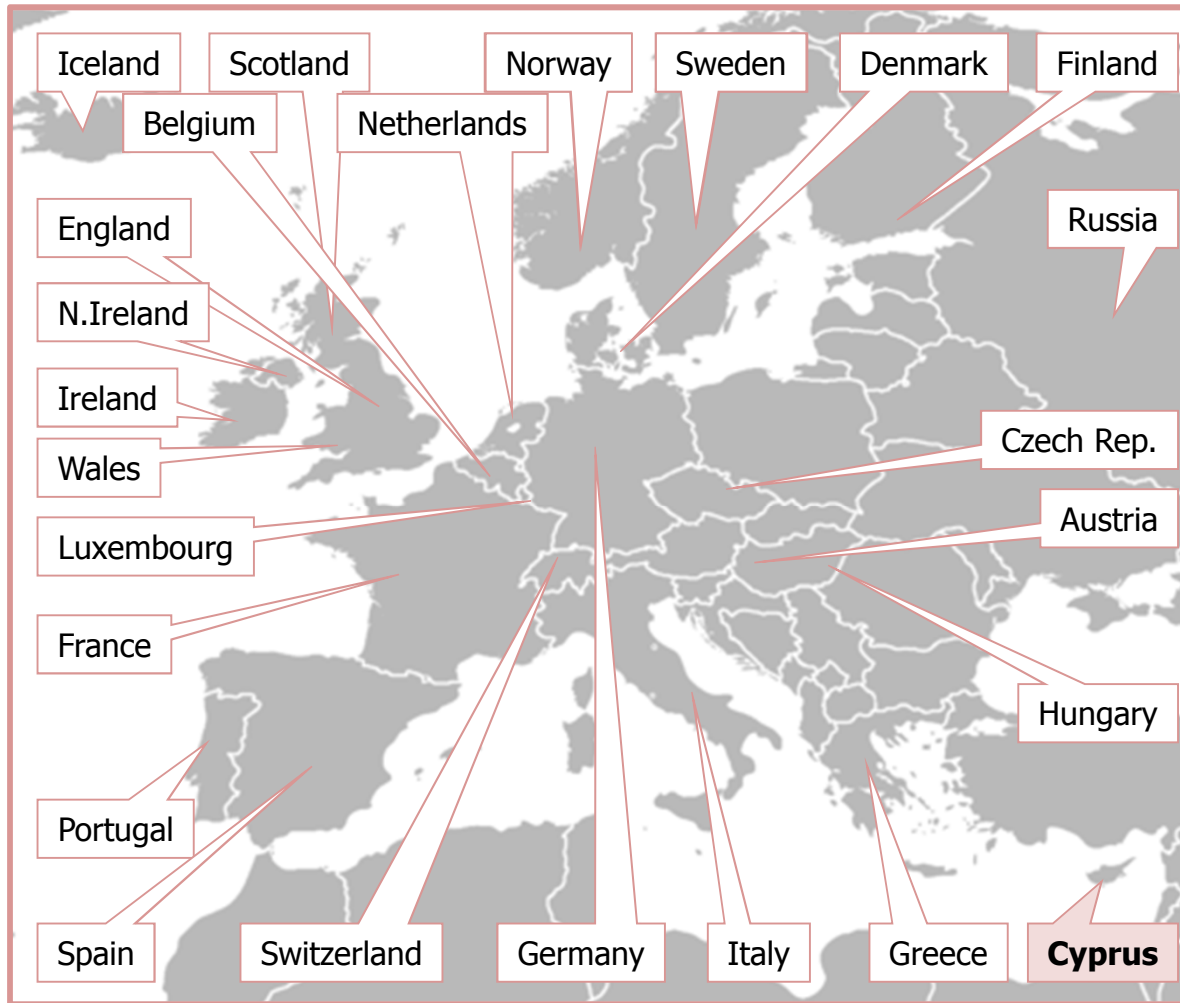
John Kelly

**UNICA Rectors Seminar
University of Cyprus - 24 October, 2017**

Fundraising in European state-owned Universities started in the 1980s



And more European Universities have embraced fundraising since 2000



Fundraising is a process of developing long-term relationships



The key to fundraising success is to build and manage deep, warm



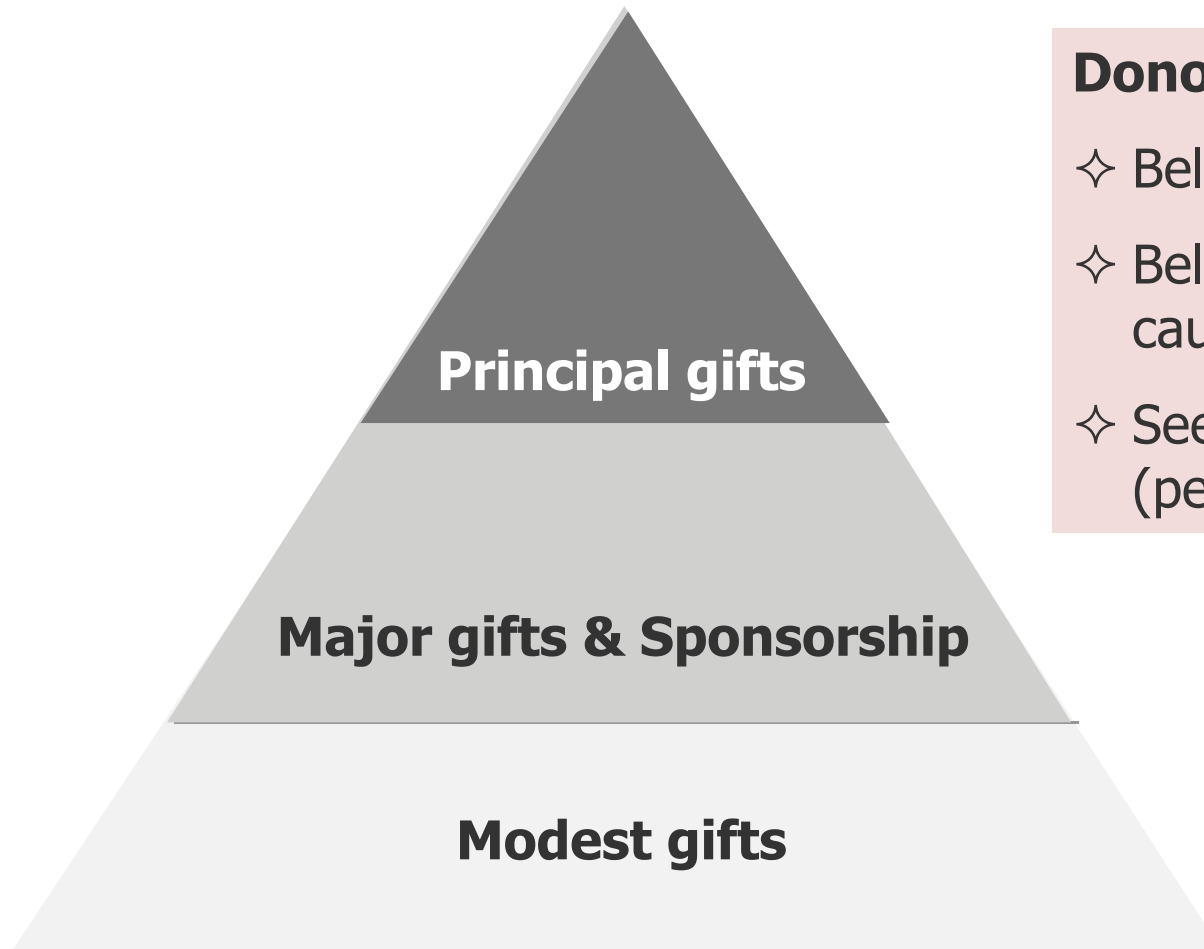
RELATIONSHIPS

because.....

- Giving is an emotive response – affections and passions must be engaged



Sources of support must be realistic

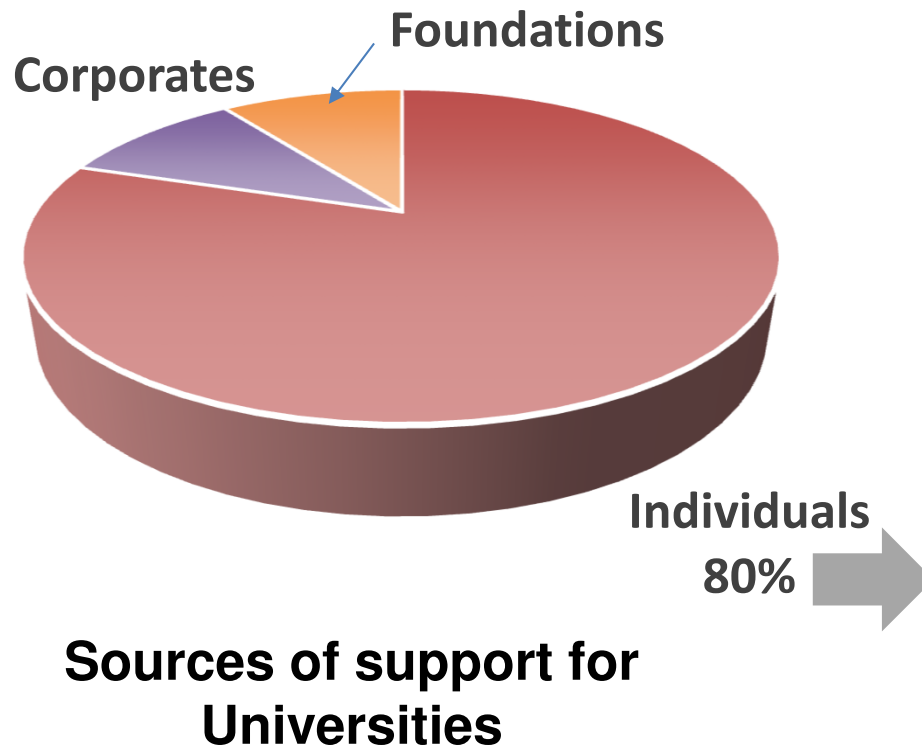


Donor Profile

- ✧ Believe in the cause
- ✧ Believe in leadership of the cause
- ✧ See benefit (personal/organisational)

“Fundraising Pyramid”

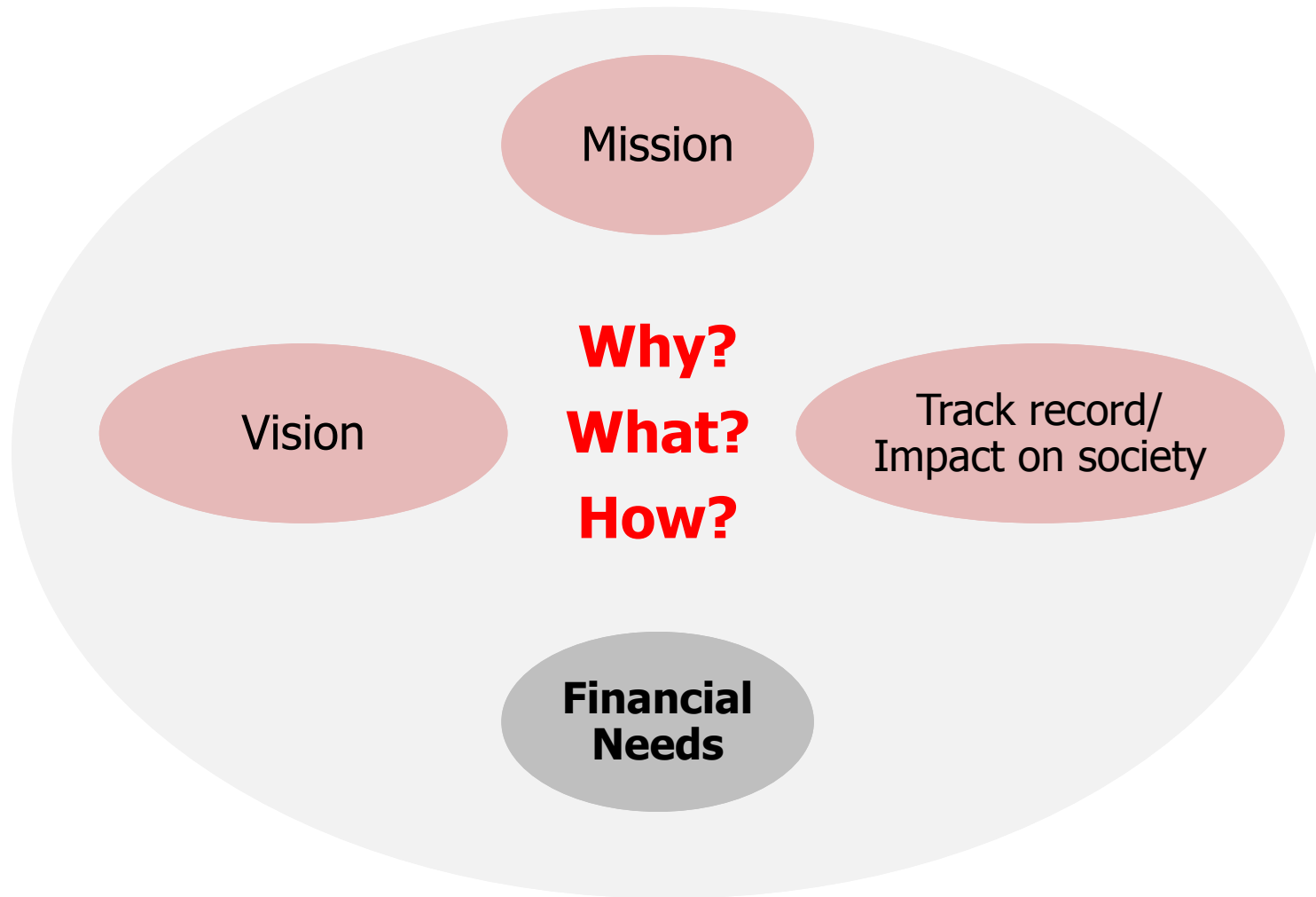
Alumni are of crucial importance



Alumni are potential donors:

- achieve positions of influence
- become wealthy
- mostly modest gifts
- Some leave legacies

Description of the Cause - the 'Case for Support'



A Rector's enthusiasm significantly affects fundraising success

Rector

**Fundraising
Chair**

**Project
Champions**

Advisory Board

A group of respected and preferably wealthy leaders who will:

- Help to raise the money
- Set an example to others

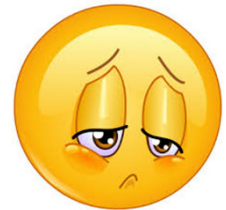
Fundraisers

A Leadership Triangle

A Rector's enthusiasm affects fundraising success

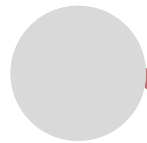
A Survey of 11 projects over 17 years revealed that:

- The most successful campaigns* had high Effectiveness Rating rating for their Rector.
(Score: 8+ on a scale: 0-10)
- The less successful campaigns all had a poor Effectiveness Rating for their Rector
(Score: 6- on a scale: 0-10)



* achieved 80-100+% of goal

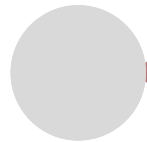
Good public image helps



If you are known and liked you are more likely to raise money



PR doesn't raise money on its own, but provides an important backdrop for fundraising



A good fundraising campaign is good for PR

Internal readiness is important

Measures of fundraising readiness

Well-run and financially sound

Supportive attitude

Willing to invest in fundraising capacity

Clear procedures for dealing with donors

An Example – Chalmers University

Ambition - Vision

- To be in the Technology Top Ten in Europe (with ETH, Imperial)

Justification

- Quality of teaching and Research
- Adventure and Innovation
- Challenge of 'Foundation' Status
- Value to Swedish industry

Elements

- Demonstration of value to industry and society
- Public funds meet day-to-day operational needs
- Excellence requires additional support
- An opportunity for investment in the future
- Tradition of giving

The Success Factors for Major Donor Fundraising

- Exciting case for support, including financial needs
- Realistic sources of support
- Strong leadership: internal & external
- Internal readiness for fundraising
- Good alumni and external stakeholder relations
- Good public image

Thank you



MIRA KELLY

Spare slides

Steps to reduce risk in fundraising

To maximise fundraising success:

1. Internal Review

- Reality check and draft Case for Support

2. External Review

- Test Case for Support and financial goals

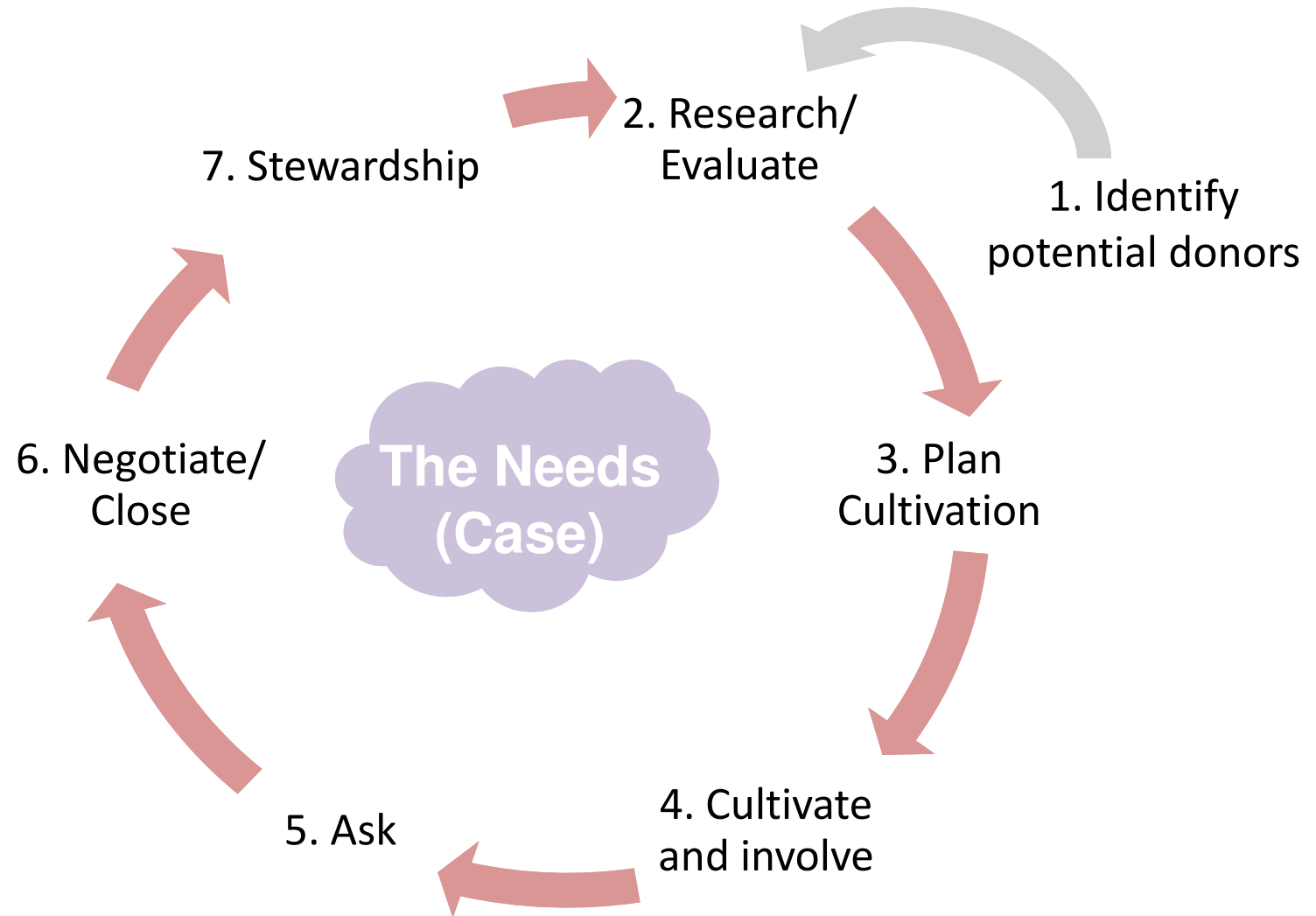
3. Enlist a Fundraising Board

- Gather the strong supporters (donors!)

4. Quiet Phase

- To secure the first 50-60%

7 Steps in securing gifts



MIRA KELLY

FUNDRAISING CONSULTANTS

MEMBER OF MIRA PARTNERSHIP

