



Major Donor Fundraising

Jennie Moule

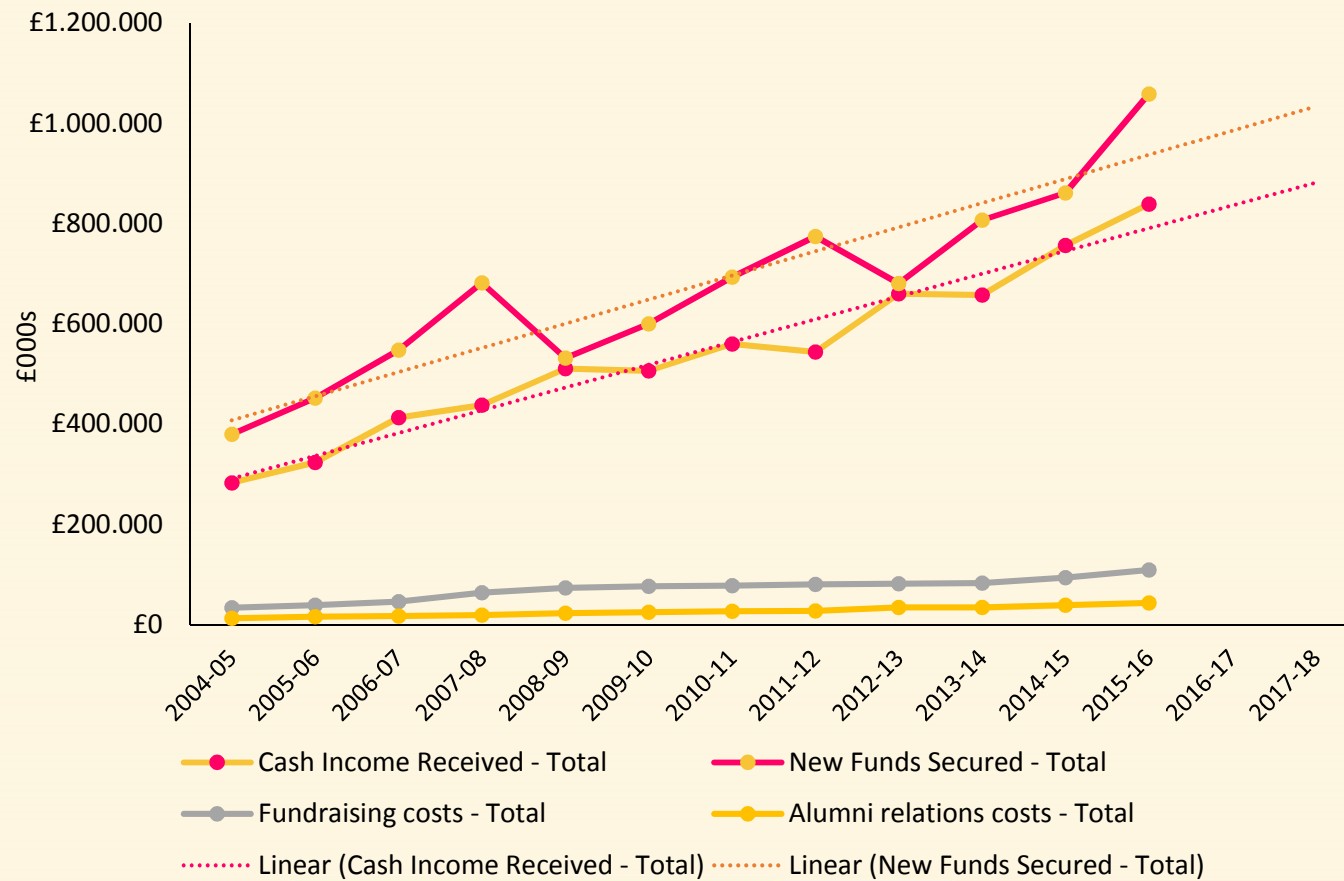
Interim Executive Director of
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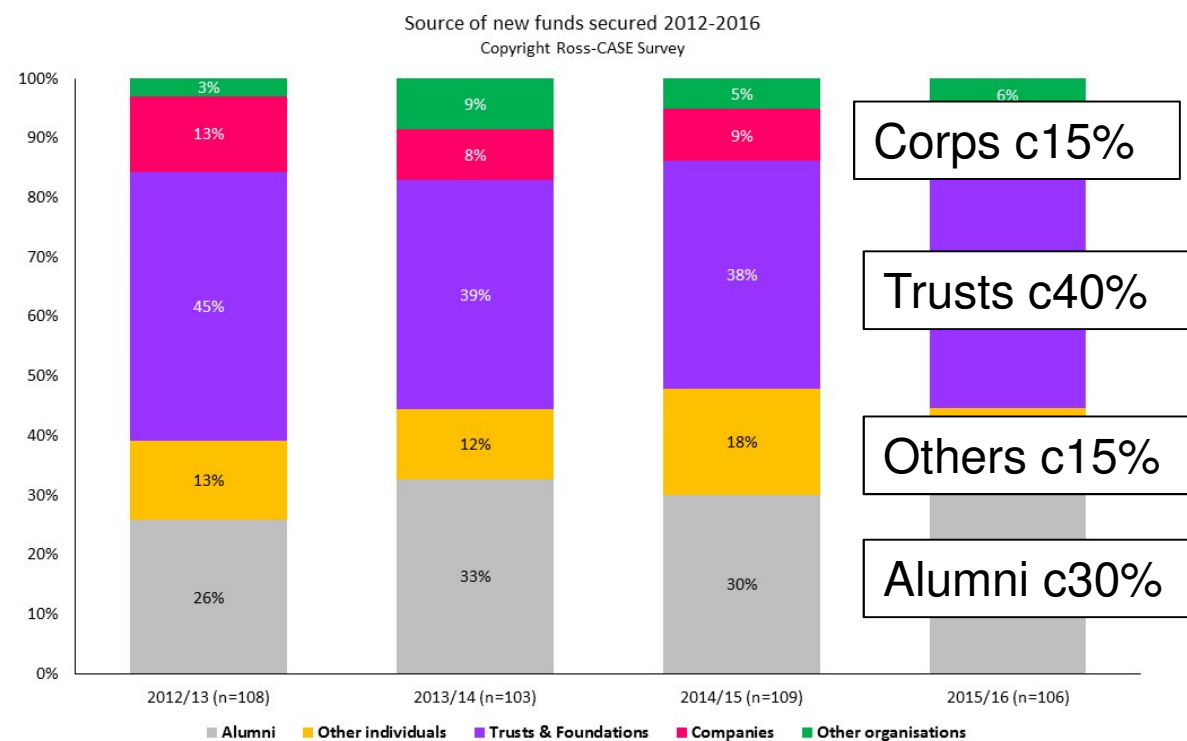
Council for the Advancement
and Support of Education





Growth of Philanthropic Income in 10 years





So how has this happened?

- Sustained investment in fundraising and alumni relations
- Support from the university leadership teams
- Culture of asking
- Long term approach

What issues remain?

- Culture of giving?
- Lack of defined priorities
- Little engagement or direction from university senior team and academic leaders
- Recruitment and retention of good staff
- Changing Government policies
- Budget cuts

Steps to Success

1. Invest in a Development team
2. Build a compelling proposition
3. Develop the prospect pipeline
4. Create engagement opportunities
5. Start asking
6. Involve your academic leaders
7. Talk about it
8. Deliver an exceptional donor experience
9. Implement efficient systems
10. Sustain the investment

How can you accelerate progress?

- Invest
- Prioritise
- Support and engage
- Advocate and lead from the front
- Be realistic
- Take advice
- Develop yourself and your team
- Learn from others

“Most enjoyable part of my job”

HOW CAN CASE HELP ?

- Networking
- Professional development
- E-mentoring
- CASE Library of online resources
- Benchmarking and research
- CURRENTS magazine
- Free Webinars





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