



Development 101

Demystifying fundraising

and working together to engage our donors, alumni and patrons

SFA Faculty and Staff Retreat
August 24, 2018

UConn
FOUNDATION

Introduction

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Taken at Steinway & Sons Factory, Astoria Queens, NY; October 2017

The University of Connecticut Foundation, Inc. mission is to solicit, receive, invest and administer gifts and financial resources from private sources for the benefit of all campuses and programs of the University of Connecticut.

The Foundation operates exclusively to promote the educational, scientific, cultural, research and recreational objectives of the University of Connecticut. As the primary fundraising vehicle to solicit and administer private gifts and grants to enhance the University's mission, the Foundation supports the University's pursuit of excellence in teaching, research, and public service.

- The University and the Foundation have established a fee-for-service arrangement, under the terms of an annual operating agreement, which stipulates that the Foundation will conduct private fundraising on behalf of UConn. This is a longstanding practice at UConn and most other major public universities. It is also fully consistent with Connecticut statutes governing the proper University-Foundation relationship.
- Effective July 1, 2015, the Foundation also assumed all alumni engagement responsibilities for the University of Connecticut. This expanded role for the Foundation was approved by the University's Board of Trustees and the Foundation's Board of Directors and is codified in the agreement between the Foundation and the University.

Development Officer Role

- Build philanthropic support for UConn and the School of Fine Arts
- Work with the dean on her top fundraising priorities and top donor relationships
- Build the pipeline of new prospective donors to UConn SFA in partnership with my Alumni counterpart (Emily Auger Murray)
- Liaise with key faculty and staff to engage, solicit, and steward donors

Faculty and Staff Role

Raise your hand if you:

- Interact with students
- Interact with parents
- Interact with alumni
- Interact with patrons or volunteers
- Interact with emeriti or current faculty and staff

YOU

are interacting with donors

ALREADY

Staff and Faculty: Unique Qualifications

- ❑ **Storyteller:** You see and know the students who are here because of a scholarship, or the performer who is here because of private philanthropy
- ❑ **Connector:** You are personally familiar with current students and their families; graduates, recent and not-so-recent; and alumni who are out there doing amazing things!
- ❑ **Steward:** These funds are utilized in your areas. You can be a partner in making sure our donors have a rewarding experience giving to UConn SFA.

The Partnership: Best Practices

COORDINATE

- Give a heads up to me and your department head when:
 - You are having an event which a donor will attend
 - A high-profile alum is coming to talk to students or advise on a project
 - A foundation/corporate partner is coming to campus for a visit

The Partnership: Best Practices

BE POSITIVE

- When talking with donors, volunteers, audience members:
 - Lead with the positive aspects of the School or your program – growth, accomplishments, points of pride
 - Frame challenges as “opportunities”

The Partnership: Best Practices

ENGAGE

- Say “hello” to new people at events
- Ensure new guests feel welcome and ask them how they found out about the event
- Get their information so you can invite them to the next similar event

The Partnership: Best Practices

BE DONOR-FRIENDLY

- Ask questions and listen closely to the answers
- Don't discuss your pet projects as funding opportunities
 - Donors are more likely to make major gifts to projects that match their passion areas

The Partnership: Best Practices

BE PATIENT

- Relationship-building takes time
- Stay engaged and in touch
- Your hard work will pay off

Case Studies

- The longtime **Board member** of an exhibiting venue who is passionate about the venue's mission. She is engaged in giving to other areas of the University and hears about a pressing need in a Board meeting. She makes an immediate gift and plans for UConn in her estate plan.
- The **emeritus faculty member** who makes a major gift to a student support program that he is passionate about. Others join him in making annual and major gifts. Students involved in the program go on to tell the story of the impact of philanthropy.
- The **alumna** and her husband (an alumnus from another school) who have made investments in various areas of the School and receive high-level stewardship over the years. They discuss their ideas and passions at a stewardship event. The dean follows up with them about progress in one of those passion areas and presents a principal gift opportunity to formalize the idea into a new program.

Coming Attractions....

☐ TEXT-TO-GIVE

- Text-to-give functionality for big events and initiatives; premiering at August 30th Football Game for UCMB Scholarship

☐ NEW CROWDFUNDING PLATFORM

- New more user-friendly Crowdfunding platform for online giving; easier to set up new pages and mobile-friendly for donors

☐ UCONN GIVES

- UConn's Second Annual Giving Day, **March 27-28, 2019**; mark your calendars and begin engaging possible ambassadors to help!



QUESTIONS

UConn