Crafting a Cohesive Fundraising Strategy

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What is *Fundraising*?

- **At Base:** “To Collect Money for a Cause”
- **Bigger Picture:** As student leaders, you are important ambassadors for UT Austin and the Cockrell School’s development and advancement program.
  - $3 Billion UT capital campaign (just passed $2 Billion)
  - $350 Million CSE Campaign (at $196 Million)
  - 227,000 total donors (UT) or ~88,000 / year
    - 13,000 total donors (CSE) or ~5,000 / year (high % from Friends of Alec!)
- **Every gift counts!**
  - This includes corporate support, alumni giving, student giving, foundations and friends...
Ways Donors Give

- **Time** - phone calls, stuffing letters, using their professional network for leads on other potential funding sources
- **Talent** - ask for free advice/consultation and other services/resources (speakers, staff, faculty, data prospecting and database upkeep for past org members)
- **Treasure** - monetary (outright cash, stock, event sponsorship), in kind (food, promotional items, gift certificates, t-shirts, event space)

What does this mean for you?
- Take the time to craft and communicate your organization’s mission (cause)
- Think about the companies or entities you are approaching for support – what do you know about THEIR mission that is in line with YOURS?
Where to Start?

1. Define your **Organization’s Mission**
2. Define your **Financial Goals**
   1. What is your operating budget?
   2. What special programs do you want to fund and how much will they cost?
   3. Who will benefit and What is the return on investment?
3. Who has supported your org in the past – start with that list and add 10-15 new possible prospects.
4. Update your prospect data list (.xls) with name, title, contact info, email address, past gift amount, targeted ‘12-’13 amount
5. Email vs. Letter?
   1. No need to choose just one – think how two options can work in support of one another *(email an introduction and 1-2 attachments and then mail hard copy with return envelope)*
Internal Coordination in your Org

1. Determine who will coordinates your organization’s fundraising?
2. Determine who will sign the letters/send the emails – Fundraising coordinator or President?
3. Lay out a calendar for semester with “week of” dates
   1. Include as much as you can like when emails/letters will be mailed, when websites needs to updated, Org meetings, opportunities to bring investors to campus, etc...
4. Assign specific tasks to people
5. Ensure that everyone is on the same page
6. Execute!
August 2012
- KSE Meeting in Houston (8/8) and Austin (8/15) and Dallas (8/9) with “McKetta Ambassadors” to discuss/review:
  - Prospect Lists, Plan, Timeline, best practice/methods for outreach
- Finish Department Newsletter – (M. Meier)
  - Challenge for McKetta Feature
  - Save the Date for Naming and Alumni Tailgate
  - Donor Spotlights
  - Donor Lists (by Decade) of donors to date to CFM

September 2012
- Fall 2012 Newsletter Mailed to ALL Alumni (Marisa)
- Ambassador push – email, phone, notes (Kelsey + Student Worker)
- New logo, letterhead, web design, business cards, etc. produced

October 2012
- Targeted outreach by KSE / Dev office to alumni age 50+ re: Estate Planning/Bequests (Kelsey)
  - Follow up by appropriate ambassadors
- 10/10 - E-Invitations to alumni to naming ceremony and tailgate (Marisa)
- 10/16 – JJM’s Birthday – Make your Gift in honor of our favorite 97 year old Email with online giving link. Post to FB, Linked in, etc. Ambassadors Push this out (Kelsey + Marisa)
- JJM name installed on exterior of building (film/photograph to post online) – (ChE Building + UT Facilities Staff)
- 10/29- AIChE Meeting – Pittsburgh (ChE Faculty)

November 2012
- 11/8 – 4:00 PM – Official Naming Ceremony in front of CPE
  - Tent, PA, UT officials, reveal new name, film crew
  - Dinner @ Stadium with EAB, Key ChE Donors, ChE EAC
- 11/9 – ChE EAC meeting
- 11/10– TBD – Alumni Tailgate and JJM on field for announcement (can alumni watch the on field activity online?)
- 11/10 (after game) – email to alumni with link to pics, give online in honor of JJM
Acknowledgement

• How does your organization say thank you?
• Lots of Ways to do so!
  • List donors/sponsors in event programs
  • Add them to your website
  • Send a personal hand written thank you note
• UT will send them a tax receipt
Have Fun!

- Remember:
  1) Be a leader in your organization in action and words
  2) Make the most of the talent within your org..
  3) Enjoy your time together!
  4) Donors give to People
  5) You are IMPORATANT Ambassadors for UT CSE!

- What Starts Here Changes the World!