

No fundraising tradition?

... how to address the challenge

Johana Canda-Fiserova, HE Advancement Consultant, Czech Republic

Is anyone actively fundraising from their alumni?

What can fundraising achieve?

- 10 year period
- £610 million raised



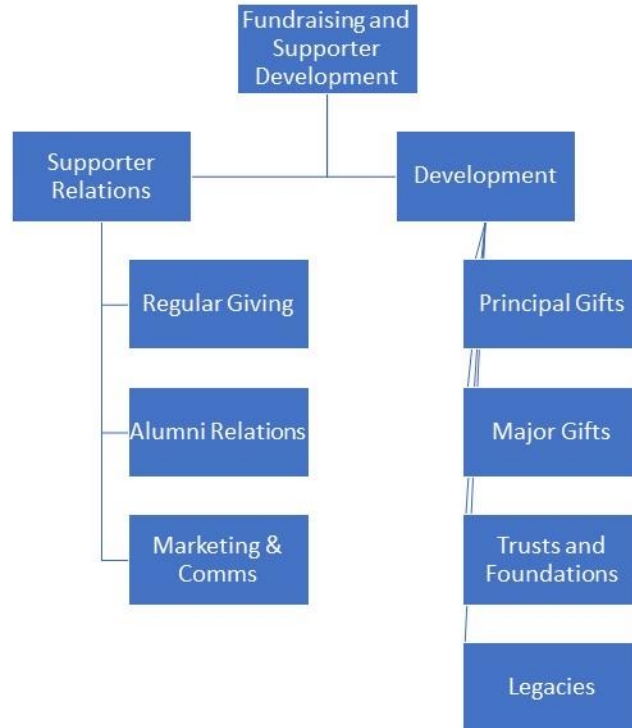


1. What is fundraising within the HE context?

The purpose of HE fundraising is to grow income streams by diversifying income sources and pursuing an ambitious development strategy which seeks to fund core short-term and long-term academic activities through philanthropic donations, in support of the University's strategic priorities.

Usually donations help to ensure that the most talented students can study at those institutions regardless of their background, that the research provides benefit on an international scale and that the expertise is brought to bear on some of the world's biggest challenges.

Typical fundraising team structure



2. What is your institution's DNA?



What is your institution's DNA?

- What are the core values of your institution
- What makes your institutions and its graduates unique
- What are the common bonds for your alumni
- When was the last time you surveyed your alumni
- If you did, what feedback did you receive and did you properly analyze it and implemented changes
- Have you asked your alumni what it is that they are interested in and what they hope to gain from their alumni experience
- Do you actually know what they would be happy donating to

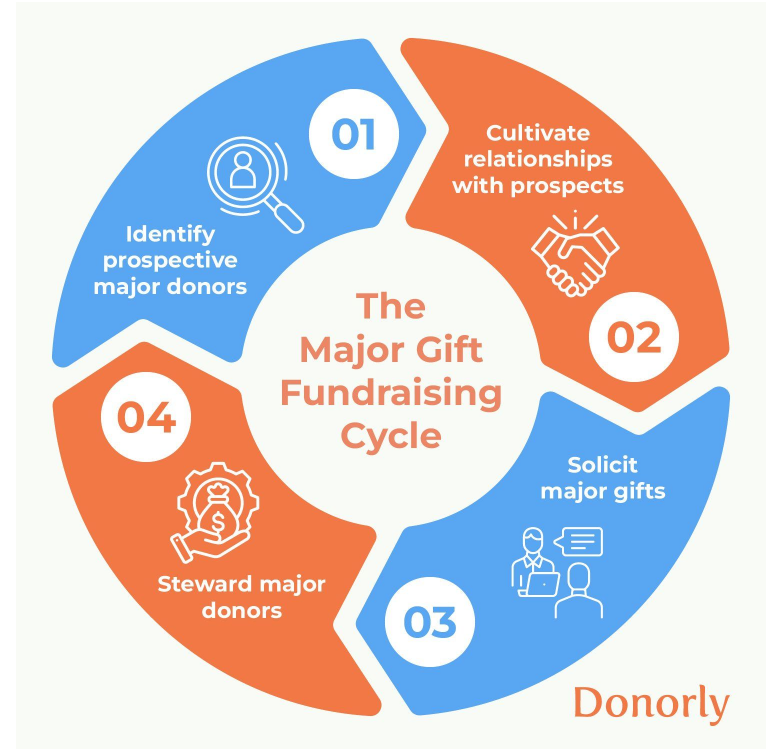
3. Upskilling and long-term mindset

Upskilling and long-term mindset



Upskilling and long-term mindset

- Your relationships with higher education donors shouldn't be purely transactional
 - It's important to build a real relationship with donors before asking for gifts
- Fundraising takes time and isn't instantaneous*



Upskilling and long-term mindset

- Your relationships with higher education donors shouldn't be purely transactional. It's important to build a real relationship with donors before asking for gifts
- Foster relationships by taking these steps:
 - **Show potential donors that you're genuinely interested in them as individuals.** Send surveys to ask alumni what they're doing post-graduation and how your university can continue to support them
 - **Communicate with supporters about more than just fundraising.** Your university has a lot going on in addition to your fundraising efforts. Let audience members know about upcoming events, volunteer opportunities, and other activities they may be interested in
 - **Show authentic appreciation and let existing donors know the impact of their gifts.** For example, you can let donors know their gifts will support scholarships or renovations to your main library.
- Feel confident by getting the appropriate training so you don't feel like a car salesman

4. Collective buy-in

Collective buy-in

- Institutional alignment on fundraising, involvement of leadership
- Clear fundraising strategy, needs to be sustainable
- This won't work as a one-man/one-woman show



5. Benefits and challenges of European universities

Benefits and challenges of European universities

Challenges

- Unfavourable landscape - no institutional appetite
- Culturally not viable - skewed attitude towards fundraising (skepticism)
- Structurally not set up for fundraising small teams, etc.

Benefits

- Learning from others, starting position can be different
- Technology allows more rooms for innovation and faster deployment
- Laying the foundations - 2 years to built a tradition
- Agile small team in combination with available technology
- Untapped alumni and supported giving potential
- Local impact

Benefits and challenges of European universities



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Key takeaways

Key lessons from today...

- Be innovative - never been done before? Take up the challenge!
- Start small
- Looks at what's available, adapt successful examples
- Gather your supporters
- Don't be afraid of failure

Thank you!

Want to get in contact?

Email: johanafiserova@gmail.com



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