How to Reach the New Donors

Chronicle of Higher Education

http://chronicle.com/article/How-to-Reach-the-New-Donors/31317/

There are at least two compelling reasons why we in higher education should review our fund-raising methods in the wake of the high-tech boom. One is that aggressive and substantial donors from the high-tech sector are still with us and are likely to remain so, even as the shakeout eliminates some of the less viable dot-com enterprises. The second reason is that many, if not most, of the new high-tech donors are also baby boomers.

Certainly part of what we learned as fund raisers during the boom was gratifying rather than earthshaking: Many of our best practices were indeed important. But, sometimes to our own chagrin, we also were reminded of the need to remain true to the basics: conduct thorough research on prospects; ensure that, despite a desire for speed, both donor and institution can deliver on promises; and seek gifts that are aligned with the institution's mission.

But other aspects of the new donor challenge us to think differently about how our colleges and universities raise money. New approaches will become more important as institutions anticipate a growing reliance on private support in the face of increased competition for private funds and a continuing decline in public financing.

The article discusses how the traditional donor differs from the new donor.

50 Smart Business Improvements for 2003

University Business - Mag for College & Univ Admin


Ever wonder what your fellow college and university administrators around the country consider their most urgent business improvement for the coming year? We did, so we asked them to tell us precisely which planned or instituted initiatives they believe will pay outstanding dividends in 2003. Their responses run the gamut from practical, human resource solutions, to the realms of high technology. Perhaps one school's solution will spark an idea for improvement at your own. Read on and find out!

Proactive Media Relations Handbook

Mohawk College

http://www.mohawkcollege.ca/_shared/assets/Media_Relations_Guide1818.pdf

The media relations guide you're about to read also offers best practice strategies and advice for working with the media. This is a guide for the staff.
Title: BEST PRACTICES, Community Engagement

Source: Policies & Procedures

Addl Info: San Francisco State University

Abstract: Lengthy list of the University's Policy & Procedures

Title: A Better Method for Analyzing the Costs and Benefits of Fundraising at Universities

Source: Nonprofit Management and Leadership

Addl Info: http://www3.interscience.wiley.com/cgi-bin/fulltext/104546654/PDFSTART

Abstract: This article develops a new methodology for a more comprehensive and useful analysis of the costs and benefits of fundraising, as well as the total costs and net benefits associated with development efforts in general. This approach does a better job of linking the timing of return of fundraising efforts and measuring the actual return on investments in fundraising (as opposed to the reported return) than the widely used guidelines from the Council for Advancement and Support of Education and the National Association of College and University Business Officers (CASE/NACUBO) (1990). The implications are a better methodology for practitioners that they can use to enhance internal decision making and a better methodology for boards to use in evaluating performance and accountability. Recently, other large, public universities have begun using several of these concepts in the assessment of their development offices.

Title: 10 Best Practices for Netting and Keeping Donors

Source: Fund Raising Success Magazine


Abstract: Attracting new donors is harder than keeping the ones you’ve got. But keeping the donors you have is easier said than done. Site covers 10 best practices starting with -

1. Be accountable - Accountability builds trust with donors. Be forthcoming in financial audits and make sure that you use the money you raise for the purposes you outline in your solicitations, and communicate this to your donors. "Once a donor is lost due to a lack of trust, rarely do they return," Burton said. "Being accountable for the funds you raise will keep your organizational integrity intact and your donors contributing to your cause."

For additional information, contact Financial Affairs
Branding Best Practices and Pitfalls to Avoid

Fund Raising Success Magazine


Most nonprofits understand the necessity of having a strong brand. It's knowing how to create a strong brand that's the hard part. Quite a few sessions at the Bridge Conference in Washington, D.C. last week focused on the topic of branding and proved that a little guidance can go a long way.

In her session, “Brand and Loyalty Marketing: A Creative Approach,” Catherine M. Shaw, president of branding agency Mediastudio, reviewed the following three branding best practices that organizations can put to use to create a more effective branding strategy.

10 Best Practices to Increase Email Response Rates for Fundraising

FastTrack Fundraising Corp


We asked an expert for his top 10 tips on the nuances of email marketing for nonprofits and ways to increase conversion rates. One simple change he made lifted response 66%. Nonprofit organizations have different relationships with their members than businesses do with their customers. Those differences need to carry over into their email programs. “Part of the whole overall fundraising program is realizing that your newsletter that’s keeping people aware of your activities is really fundraising. Nobody will consider it that, but it really is the cultivation side of a fundraising program, not just asking for money once a month,” says Jeff Herrity, Internet fundraising professional.

When your list is ready for an appeal — or a donation request — Herrity follows a long list of best practices he has developed over the years for clients, including Amnesty International and the American Red Cross.
WSU Publishing Renews Certification

The official publishing agency of WSU, and the university's largest user of paper products, University Publishing was the first university publisher in the nation last year to receive FSC chain of custody certification. The designation provides assurance that products used by University Publishing originate in forests managed to meet FSC principles and criteria, which relate to environmental and legal issues and indigenous and labor rights.

Since WSU was initially certified in March of 2008, the publishing organizations of more than ten other universities across the nation have either received or applied to receive FSC chain of custody certification.

Steve Rigby, WSU director of printing, said “we feel it is important to strengthen our commitment to sustainable practices by continuing this certification. We now include the FSC trademark on eligible printed pieces to demonstrate WSU’s commitment to sustainability and responsible use of forest products.”

Rigby said certification is one of several best practices University Publishing follows to ensure that all printed pieces are produced in a responsible way. Other green practices include the use of soy-based inks, recycled papers, and solvents that are better for the environment and human health, and a robust waste management program, he said.

Educommunicators is an online community designed to promote and share best practices in education communications.

In the education sector, businesses and policymakers now realize the growing importance of effective communications to sell their products and policies. For professional communicators, the education sector is one of growing opportunity, a place use the best in communication ability to make a lasting difference on the community and the nation at large.

Educommunicators.com was created to give voice to the education communications professional. Through this site, its companion blog, and sites such as www.facebook.com and www.linkedin.com, education pros now have an online voice for their profession and their passions.