

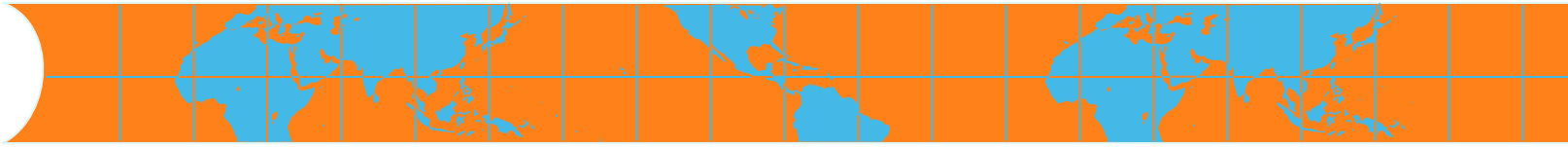
# Advancing the Culture of Giving on Your Campus

- ▶ Presented to the Central Region Consortium by:

George Boodrookas, Dean of Community &  
Economic Development &  
Executive Director,  
Modesto Junior College Foundation

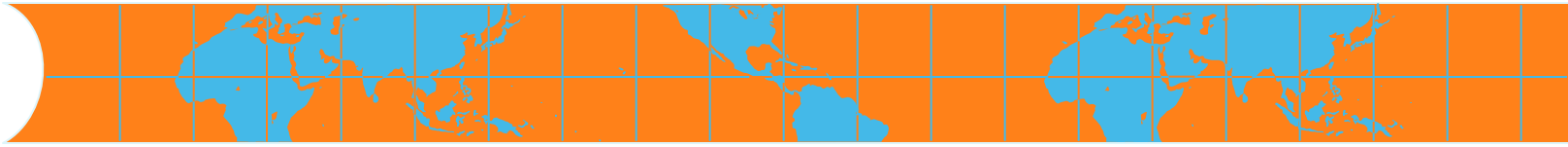
Monterey, California

June 1, 2011



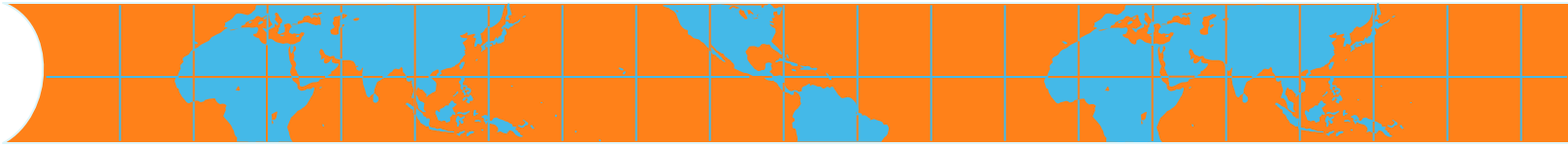
# Thank you

- ▶ Donald Rickner, Ph.D. – The Magellan Group
- ▶ Kenneth Cooper – Cosumnes River College – Director of College Advancement & Director, CRC Foundation
  - For the material delivered in this presentation



# Session Goal

To Give You the Awareness of and  
some Tools to Advance the  
Culture of Giving  
on Your Campus



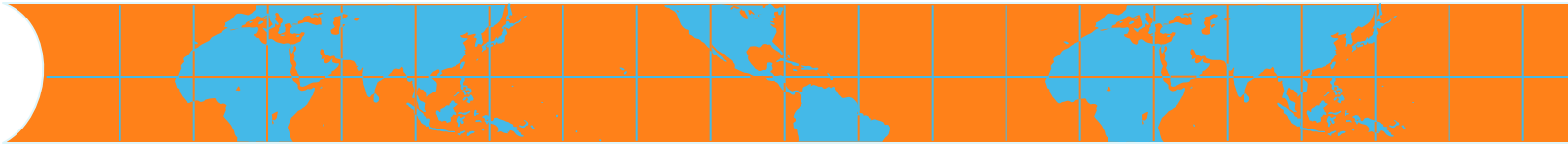
# Outline

- ▶ Fundraising at the CC – Current Reality
- ▶ Embracing the Culture – Why it Matters
- ▶ Advancing the Culture – That Involves You!
- ▶ Alliances and Positioning for Culture Change
- ▶ Q & A



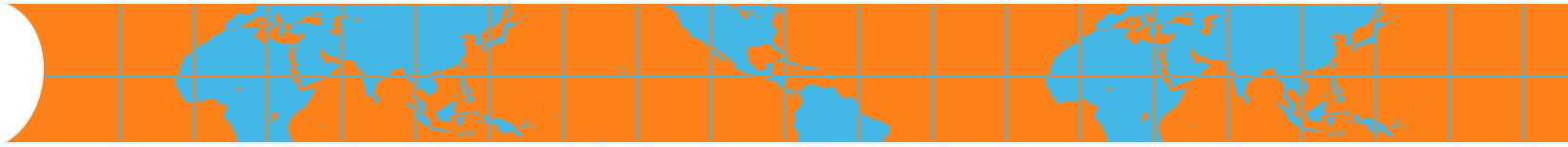
# Audience Poll

- ▶ Does your college have a Foundation?
- ▶ Does your college have a formal fundraising strategy?
- ▶ Do you formally or informally coordinate your efforts with the Foundation?



# Nothing but Potential

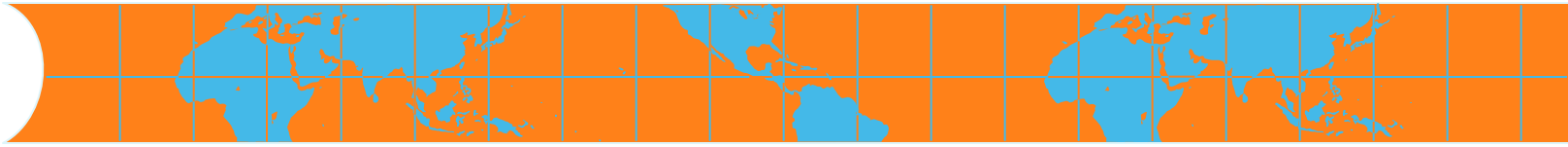
- ▶ Community colleges serve  $\frac{1}{2}$  of all undergraduates in America
  - Community colleges receive 2% of all philanthropic donations to higher education institutions
- ▶ The mean endowment level of community colleges with a full-time foundation director is approximately \$7.5M
  - The mean endowment level of community colleges without a full-time foundation director is approximately \$2.5M



# Current Reality – Challenges

- ▶ Alumni don't give enough to CC's
  - Four-year alma-maters receive more attention
  - Unsophisticated identification and tracking
  - Lack of communication
- ▶ Too much focus on special events
- ▶ Fundraising teams are understaffed
- ▶ Presidents who don't like fundraising
- ▶ Presidents and boards with unrealistic fundraising goals

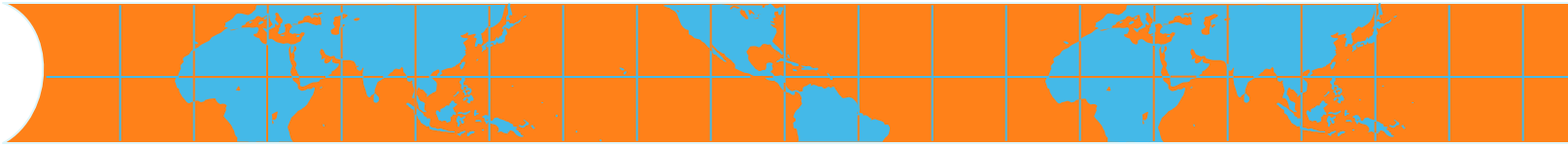
Linnie Carter & Associates



# Current Reality – Opportunities

- ▶ Plethora of generous donors
- ▶ Community support is inspiring
- ▶ Much opportunity for growth – from 2% to ?
- ▶ Support from other college fundraisers is unconditional
- ▶ Support from state and national fundraising association is exceptional

Linnie Carter & Associates

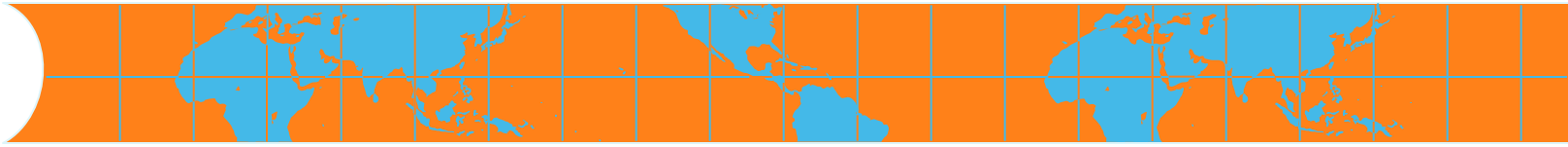


# Embracing a Culture of Philanthropy

## ▶ Why it matters

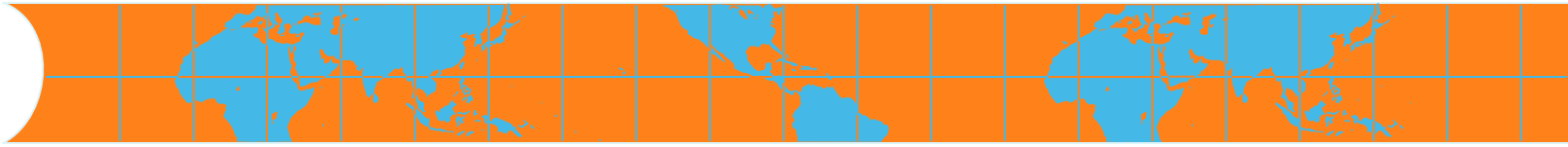
- Fundraising is fundamentally about relationships
- A culture of philanthropy embraces relationship building
- Once we build a community of believers, financial support will follow

“Organizations that have adopted a culture of philanthropy have matured in their development efforts: They have evolved from focusing on money to building lasting relationships”



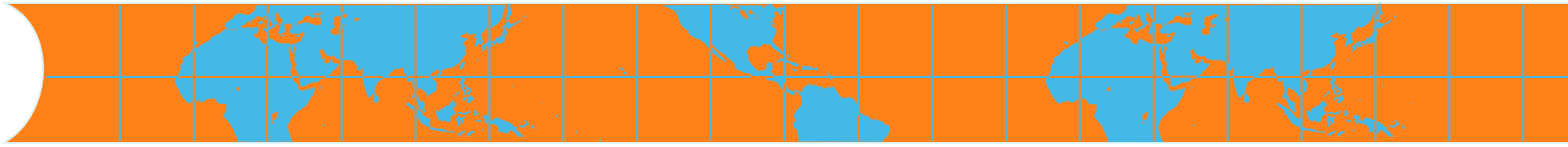
# Advancing the Culture of Giving on Campus

- ❖ Identify at least one campus based philanthropic cause to rally support and to highlight.
- ❖ Provide a means for everyone to articulate a case for giving.
- ❖ Cultivate the “expectation of participation” on your campus.
- ❖ BE the face of the culture.



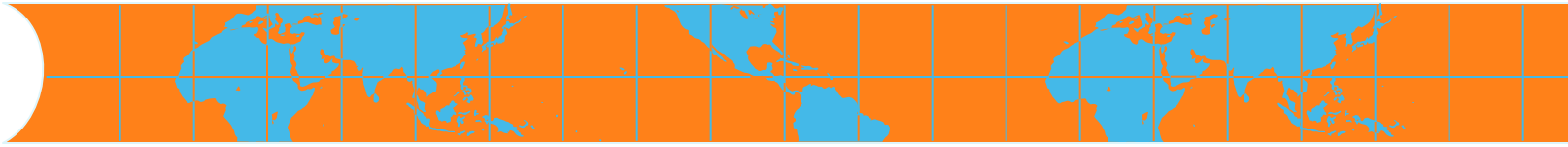
# Continued

- ❖ Recipients of service are the experts: let them share their stories!
- ❖ Everyone on campus is a potential ambassador for the Culture of Philanthropy to the larger community. Let these ambassadors tell their stories!
- ❖ Three stories from our region
- ❖ Be as opaque as possible to the campus community.



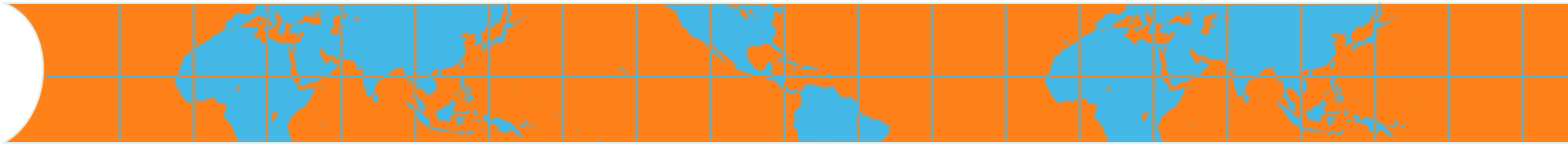
# How to Influence the College/District Decision-Makers

- ▶ Educate Your Board of Trustees and Administration
  - Expose B of T and Admin to Potential
  - Create and Present a Strategic Plan
  - Provide Regular, Detailed Reports
  - Blunt Perception of Bias by Using Outsiders



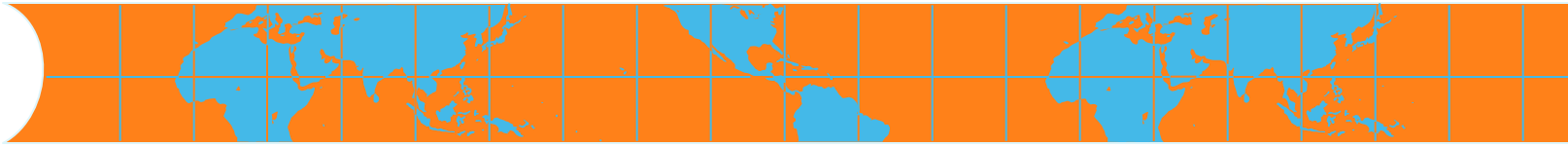
# Giving At Your College

- ▶ Create alliances and document results
- ▶ Starts with your President and Leadership
- ▶ Involve your college centers of influence
- ▶ Identify allies on staff
- ▶ Create the materials, with policies and procedures
  - Annual giving
  - Employee giving w/matching funds
  - Mini-grants
  - President's Circle
  - Special events
  - Centennial Campaign – 2021
- ▶ Celebrate your successes



# Powering Campus Alliances

- ▶ **Business Office**
  - Accounting and Payroll
  - Risk Management
- ▶ **Student Services**
  - Scholarship Events, Tracking & Payments
  - Borrowing Staff in Off-Peak Periods
  - Student Solicitation Via Registration
  - Support from the ASG
- ▶ **Other Staff Sharing**
  - Event Script Writing
  - Event Management
  - Release Time for Fundraising
- ▶ **In-Service and Departmental Workshops**



# A Foundation Friendly Campus

- ▶ Direct financial benefits to staff and programs
- ▶ Services from the Foundation
  - Pass-Through Accounts
  - Faculty and Staff Partnerships
  - Training and Advice
- ▶ Position in the College
  - President's Partner
  - In the Admin Building
  - Priority in the Strategic Plan
  - High Visibility and Regard



# What Can You Do?

- ▶ Seek out your Foundation Director
- ▶ Give to your Foundation
- ▶ Volunteer to serve on a Foundation Committee
- ▶ Volunteer to help with a Fundraising Event
- ▶ Brainstorm fundraising ideas within your unit
- ▶ Form alliances with business and industry and cultivate for the “ask”
  - Right people
  - Right time
  - Right reason
  - Right amount

**Go Forth and Fundraise!**

