



Building a Culture of Philanthropy by Sacrificing the Annual Fund

Kelli Rule, CFRE

Development Officer, University of Western States



Part one: A healing journey.



Tradition vs. results

“...The (traditional) means and methods by which most institutions pursue (a student culture of philanthropy that endures and produces alumni giving results), however, are based on a flawed assumption—that fundraising in itself engenders philanthropy. It doesn’t. Fundraising harvests philanthropic goodwill; it doesn’t produce it. In fact, in some cases, certain fundraising tactics are even depleting what traditionally has been higher education’s greatest philanthropic reserve: the loyal alumnus.”

– James M. Langley



Three “philanthropy culture” predictors of loyal alumni giving:

**Agency,
Appreciation,
and
Affiliation.**

Agency

The belief that you're helping to create a better world.



The “drop in the bucket” effect

If people feel overwhelmed by the scale of the problem, their donations seem meaningless.



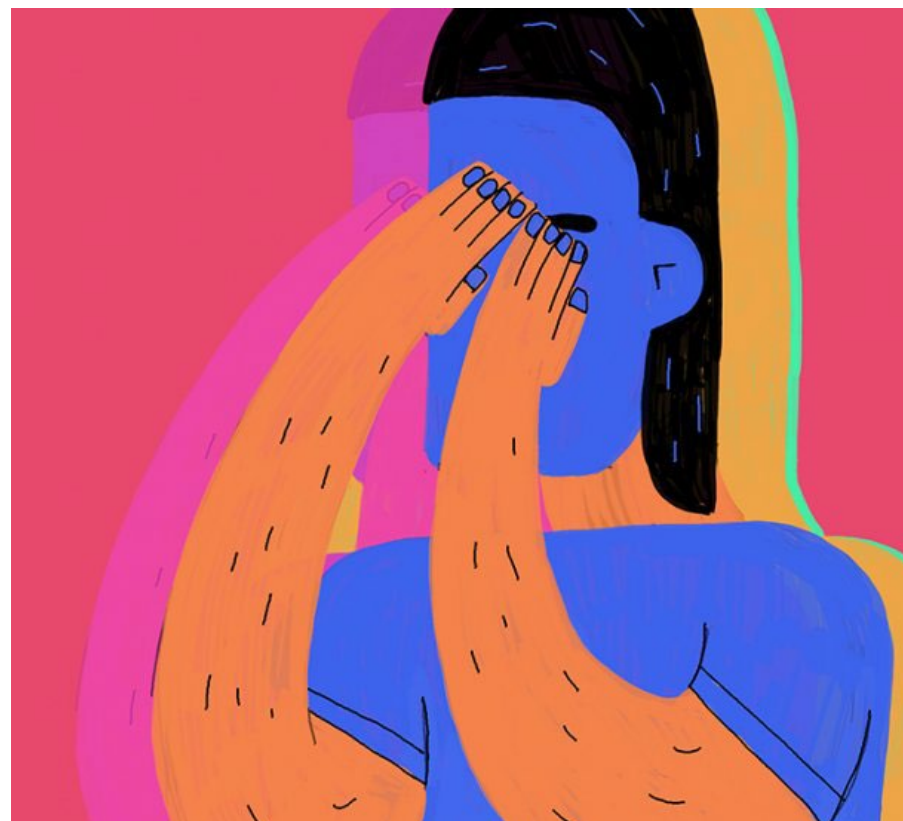
Appreciation

The value of your education greatly exceeds its price.



Appreciation: DOA.

- Rigorous programs.
- Personal sacrifice.
- Commuter school.
- Expensive programs.
- BIG loans.
- Uncertainty of their investment.
- Anxiety about the future.



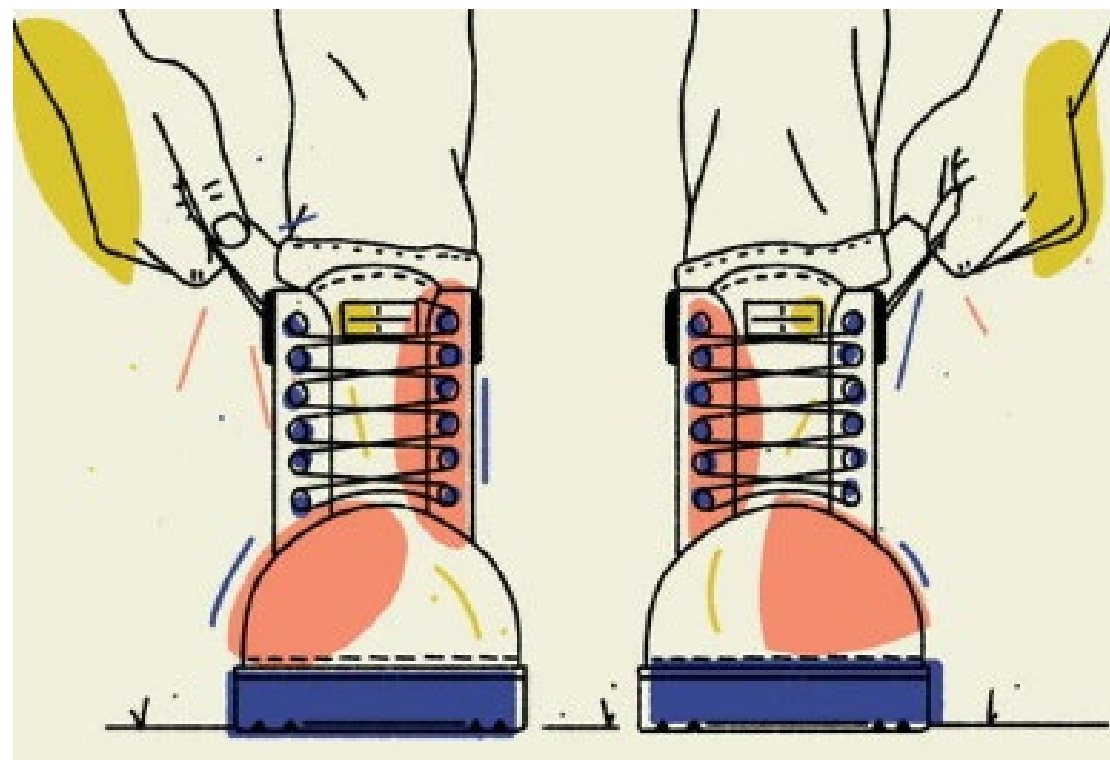
Affiliation

Opportunities for you to be engaged and enthused.



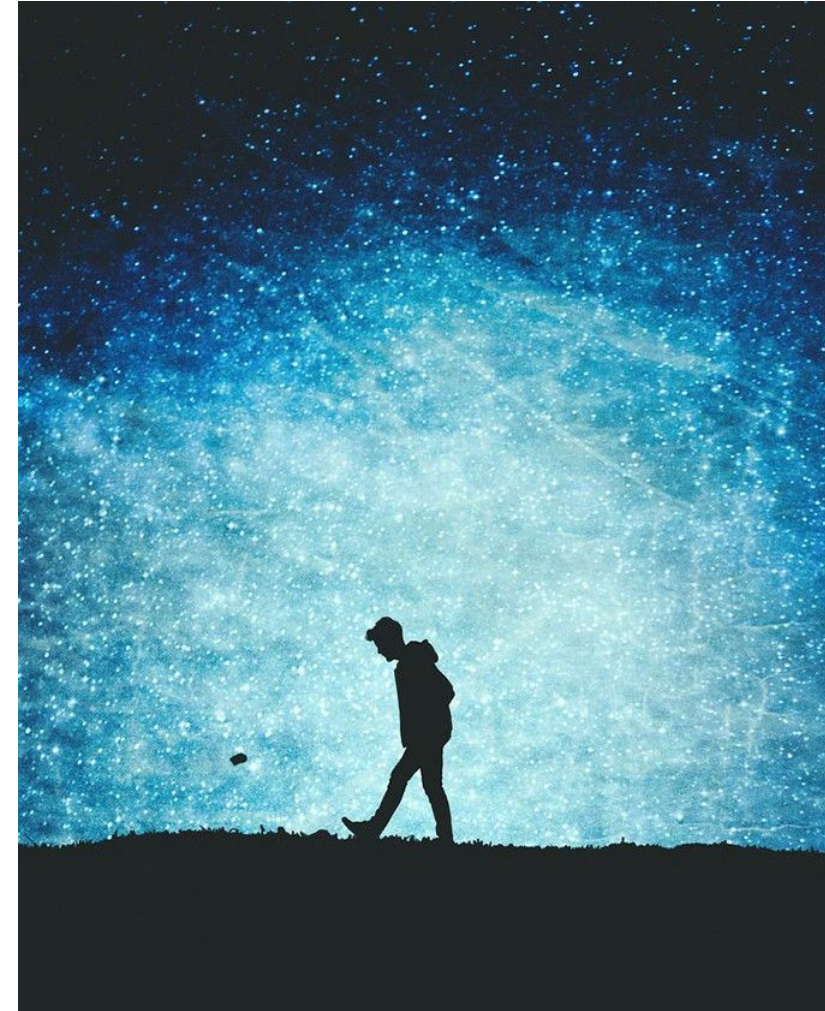
Weak affiliation.

- Not enough time to engage.
- Limited opportunities.
- No defined campus culture or school spirit.
- School is a means to an end.
- “On your own” – bootstraps mentality.





“Why should I care...
when no one cared
about me?”



Our commitment going forward.

- Growing relationships.
- Facilitating real friendships.
- Being consistent.
- Being transparent.
- Fundraising for things that matter to our people.
- Earning trust.
- **Proving we care.**



Part two: How can we help you?





What we learned when we listened.



Strategy outline

1. Proactively raise funds for the things that students have identified as meaningful.
2. Grow philanthropy culture by allowing them to experience what it feels like to be the beneficiary of meaningful support.
3. This will cultivate agency among students and donors (*they will understand how donations make a difference*), appreciation (*their education will exceed its cost through added value*) and affiliation (*opportunities for meaningful engagement*).
4. Philanthropy becomes personal. **We won't have to work so hard to make our case when we solicit them as alumni.**

And what's more...

- Engaged students are more likely to give back.
- Early opportunities for professional networking improve career success.
- Better poised to be future leaders and influencers.
- **These are the future alumni who we need on our side.**



Effective altruism

Lean In or Fall Behind.

- Speak about the *cause*, not the charity.
- Show bang for buck.
- Prove achievability.
- Quantify impact.
- **But don't forget - at the end of the day, people still give from -and receive with - their hearts.**



Start with the heart!

Student American Chiropractic Association Valentine's Fundraiser.



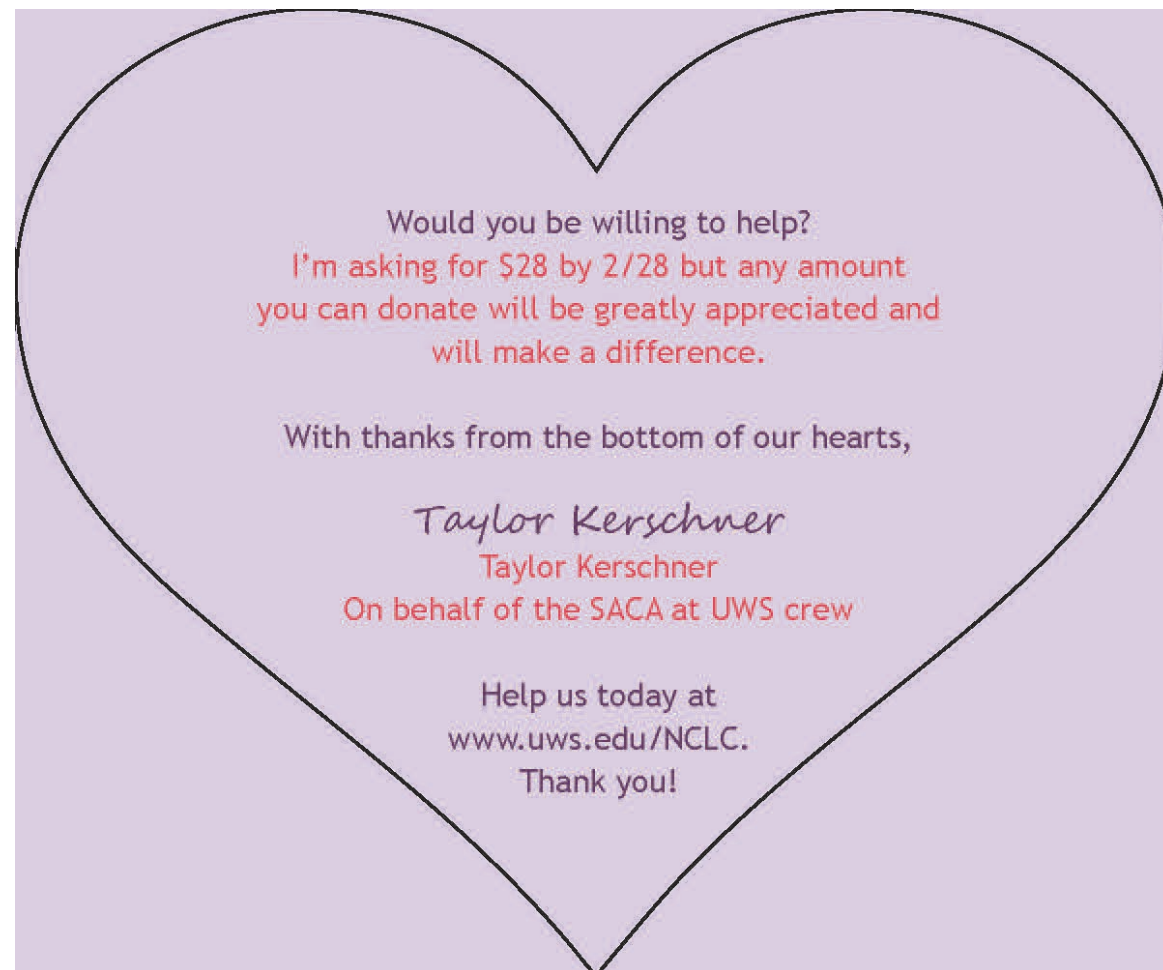
Mailer: front and back

The mission of the Student American Chiropractic Association (SACA) is to strengthen the chiropractic profession by nurturing leadership skills among its members, as well as providing them with opportunities for personal and professional growth through service and advocacy.

The National Chiropractic Leadership Conference (NCLC) is the premier national conference for doctors of chiropractic and chiropractic students. Learn more at www.acatoday.org/nclc.

Gifts to SACA at UWS are tax-deductible in the United States and Canada as allowed by law.
UWS is a 501(c)3 non-profit organization.
Tax ID # 93-0309970

Mailer: interior – speaking about the cause.



Remit device: quantifying impact, proving achievability.

___ Enclosed is my \$28 by 2/28 to help you get to NCLC!

All amounts will help...

___ \$5 can help cover a student's local travel.

___ \$25 can help pay for meals.

___ \$95 will pay for one student's registration.

___ \$350 will cover a shared hotel (four to a room) for the entire conference.

___ \$400 will sponsor the entire trip for one student!

We've already raised \$2,930 from on-campus fundraisers and individual donors. We just need \$5,070 more to meet our goal to make sure every student who wants to attend will be able to. We can do it with your help. Thank you!



[Can you help us get to NCLC?](#)

[View this email in your browser](#)



Happy Valentine's Day!

I'm Taylor Kerschner, the Student American Chiropractic Association (SACA) legislative representative at University of Western States. Like you, my heart is devoted to the field of chiropractic.

SACA is the student-run arm of the American Chiropractic Association. Our purpose is to help chiropractic students become effective leaders and fight for the rights of chiropractic physicians. Every February, we try to get as

many UWS students as possible to participate in the American Chiropractic Association's National Chiropractic Legislative Conference (NCLC) in Washington, D.C.

As you could imagine, the cost of registration and travel can be barriers to many of my fellow students. We have received many donations from alumni and friends - if you have donated, thank you! We have held fundraisers, collected a few substantial gifts from local organizations and plan on staying four-to-a-room, but we are still a little short of our goal.

On behalf of the SACA crew, I humbly ask you to [consider a tax-deductible donation to help with our expenses](#). I'm asking for \$28 by 2/28 - the first day of the conference - but any amount will help!

Yes, I will help get a student to NCLC.

There is power in numbers. A large showing of UWS students at NCLC will matter to you and your practice. We will advocate for you, for ourselves and for the rights of chiropractic physicians. And we will bring back what we've learned and work with UWS to put it in action.

[Will you pitch in to help get us there?](#) Again, \$28 by 2/28 from everyone reading this will add up quickly. I promise you, we will stretch every dollar!

All donations are tax-deductible and 100 percent of your donation will be disbursed among the students. If you would like more information please email me at tkerschner@students.uws.edu.

From the bottom of our hearts,
UWS SACA

[Link to first solicitation email](#)

We did it - thanks to you!

[View this email in your browser](#)



We -- no, you -- did it! Fifty-four people contributed a total of \$6,352, resulting in 24 UWS doctor of chiropractic students receiving much-needed financial assistance to attend NCLC.

It wasn't just a fun trip - we got stuff done! We gathered seven new co-sponsors for the Chiropractic Care Available to All Veterans Act, and five new co-sponsors for the Chiropractic Health Parity for Military Beneficiaries Act. UWS student Taylor Kerschner was elected the National Vice Legislative Chair of SACA, making her the first UWS student to be elected to a national SACA position!

- \$6,552 was raised from 56 donors, 28 of whom were first-time donors.
- *2019's campaign raised over \$22,000 with over 100 new donors!*

[Link to entire thank you email](#)

Be the change.

Student American Black Chiropractic Assn. "Making History" Fundraiser



My name is Shenee' Lawson (pictured above center), president of the newly-formed Student American Black Chiropractic Association (SABCA) at UWS. In order to become an officially recognized chapter of the [American Black Chiropractic Association](#) (ABCA), *which would be the first-ever chapter in our region*, members of our club must be present at the ABCA's national conference in St. Louis, Missouri from June 28 - July 1.

We are fundraising for our conference expenses and have already raised 62 percent of our goal! With so little time left, we are humbly reaching out to UWS alumni and friends to ask you to [donate to our history-making cause](#). As I write this, *we are only \$652.20 away*.

But first, let me tell you why the establishment of our chapter is so important to chiropractic physicians and our patients.

According to the ABCA, many African Americans who would benefit from chiropractic care are unfamiliar with its benefits. Chiropractic colleges struggle to attract minority students into their programs, resulting in a significantly low number of African American DCs out in the field. **Ultimately communities of color remain under-served by the benefit of chiropractic care.** In accordance with the UWS motto, "*for the good of the patient*," this must change, *and we must "be the change."*

With [your gift](#) to help UWS SABCA become formally established, we will get **more DCs of color into the field** by facilitating camaraderie, leadership and mentoring amongst black chiropractic doctors and students.

[Link to solicitation email](#)



Dear UWS alumni and friends,

We not only met our goal, we exceeded it! We are so thankful and humbled for the overwhelming response by the UWS community. Thank you for helping us make history.

We look forward to sharing our experiences and thanking each and every one of you personally upon our return.

The campaign exceeded its goal in 23 hours.

\$4,210.20 was raised from 49 donors, 23 of whom were first-time donors.



April 10, 2018 · 🌐

Hey Canadians! 🇨🇦 Cowboy Up/Cowgirl Up 🤠 for the students! These are our future leaders, colleagues, associates and friends. Help them get to the 🇨🇦homeland🇨🇦 and learn from our Chiro leaders of today. In honour of our beautiful red and white flag 🇨🇦🇨🇦🇨🇦🇨🇦🇨🇦, I'm going to pitch in a Canadian \$50 for each of these guys/gals trip. Please feel free to match me. Contact: Kelli Rule ->>>> Your money goes to the Canadian Club and they will disperse the funds. — with Kelli Rule.

Help get us to CCA!

**University of Western States** ✓

April 10, 2018 · 🌐

O Canada!

UWS Canadian students have the opportunity to go to the CCA National Conference and they could sure use your help! They're seeking tax-deductible donations to help soften the burden of registration and travel expenses. This is an exciting opportunity for them to network with DCs in their home country. If everyone helps with a suggested donation of \$26, it will add up quickly.

O Canada!

Student Canadian Chiropractic Association Fundraiser

\$2,630 was raised from 12 donors, 5 of whom were first-time donors.

We did send a solicitation email but all funds were raised by our Board member's Facebook asks.

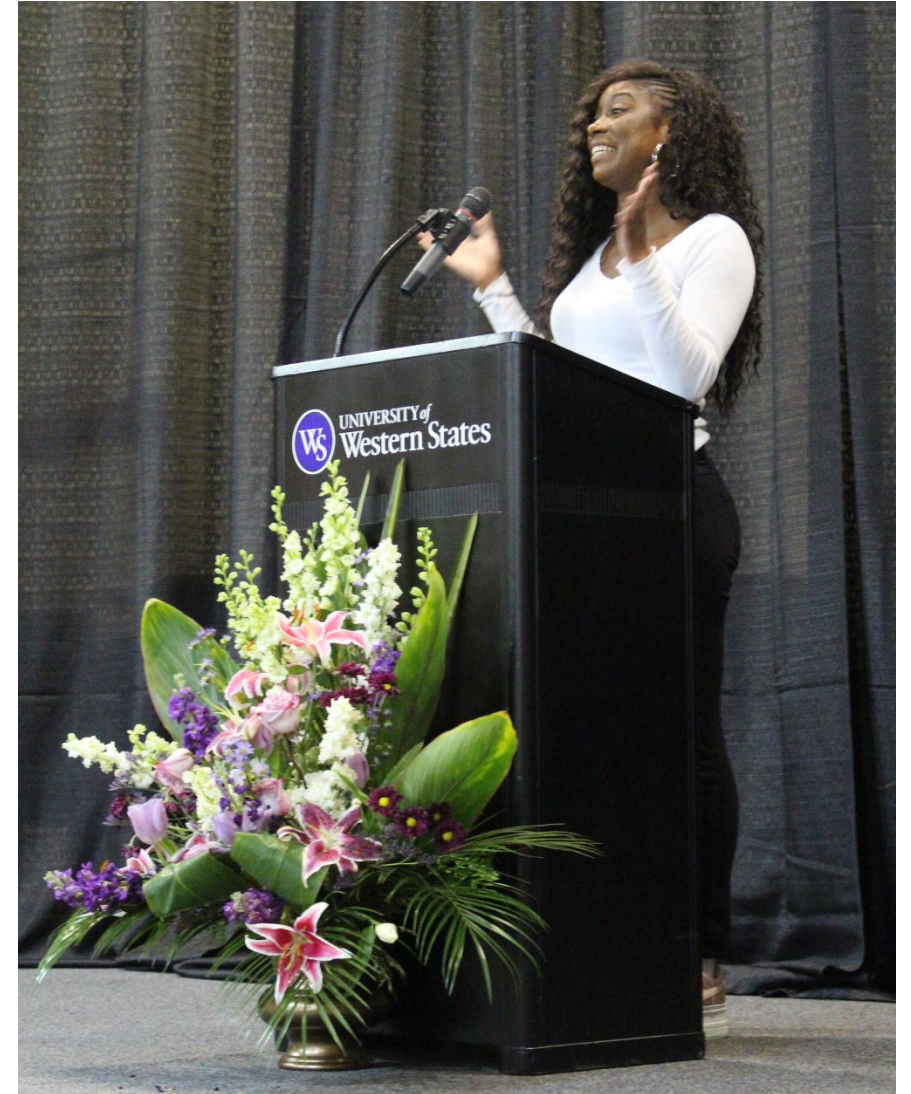
In FY18, these campaigns produced...

- 117 donations total.
- 56 donations from new donors.
- 51% of all new donors in FY18.
- 4.4% of all dollars raised in FY18.
- Giving from post-2010 grads more than doubled.
- 32 students helped.



Special Stewardship

- Students had to write thank you cards.
- Heavy coverage in [alumni magazine](#).
- First-ever donor appreciation event.



Notes on culture improvements

- Raised awareness among our community – especially students - of the development office as a resource, not just another hand in their pocket. Students expressed to us that they now feel we sincerely care about them, and that they understand that they were only able to realize their goals thanks to donors.
- Employee's favorable perception of the development office increased from 90% - 92.5%. *Employee, especially faculty, perceptions of the university influence students greatly.*
- Even if the new donors never give to the annual fund, they are adding to donor numbers (building legitimacy in the eyes of prospects), modeling philanthropy for students, and allowing us to engage with them on a higher level through donor relations activities.

Notes on annual metrics

- It did make our median gift metric lower that year because we had double the donors making these low-level gifts. Because this was a defined strategy, endorsed by our supervisor, this was explainable in end of year reporting.
- In addition to alumni giving, employee giving, long flat, spiked 42% (donors) and 13% (dollars).
- It did not significantly decrease annual fund giving from current annual fund donors. In fact, many loyal annual fund donors chose to make an extra gift in support of these campaigns while continuing their unrestricted support.

Notes on measuring success

- Our hypothesis, that beneficiaries of this kind of support will pay it forward, and that they will do so consistently and enthusiastically, won't be measurable for many years.
- We can and will measure improvements in student satisfaction and their image of the fundraising department via student surveys.
- We can and will measure donor satisfaction.
- The growth of our donor base speaks for itself.

Recap

- Assess your culture and discover barriers to agency, appreciation and affiliation.
- Treat students as prospects in the cultivation stage.
- Find out what is meaningful to student and prospects and fundraise for those things.
- Lean in to effective altruism (at least until the trend evolves!)
- Be seen as a resource, not just another taker.
- If you can play the long game, do it.
- Commit to philanthropy culture as an ongoing process, not an endpoint.



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD TM

A person's profile is shown in silhouette against a warm, golden, and slightly blurred background. The person's hair is visible, and they appear to be looking towards the right side of the frame.

SHOW UP IN EVERY SINGLE
MOMENT LIKE YOU'RE
MEANT TO BE THERE

Q&A



AD
RP

Contact me anytime!

Kelli Rule, CFRE
kdiannerule@gmail.com