

Workshop Description for
Winning Donor Mindshare
Tuesday, March 21, 2017
Houston, Texas (UT Health's Cooley Center)
10:00 am - 3:30 pm

The Advancement Academy is making two seminal research presentations by Education Advisory Board (EAB) available to your fundraising teams this spring.

1. Winning Donor Mindshare in the Attention Economy
Maximizing ROI from multichannel annual giving

Today, it's harder than ever to inspire donors to give. Advancement divisions are struggling to capture donor attention and convert it into philanthropic support for the university. As they compete with other nonprofits and commercial organizations, colleges and universities find that their alumni aren't hearing them over the noise.

Yet some institutions have found pathways to success in winning mindshare. Best-practice institutions implement a tiered strategy that prioritizes the most likely donors first. They make it easier to give, thereby reducing drop-off.

They turn their sights next on the "murky middle" of sympathetic non-donors. By competing for awareness with multichannel micro campaigns, deadline-driven appeals, and transactional giving, they expand their base of likely donors. Lastly, they overcome alumni skepticism about giving back by connecting prospective donors to causes on campus they care about.

In this session, participants will learn:

- Trends around young alumni giving behavior and preferences
- How to adapt annual giving strategies to an increasingly digital world
- Strategies for prioritizing prospects to get the most out of the annual giving "funnel"

2. The Donor Investor Imperative
Engaging academic partners for transformational ideas and impact

Giving to higher education is at an all-time high. Yet despite this success, advancement leaders are finding that today's donors are more discerning and strategic when it comes to their philanthropic investments—especially those considering major and principal gifts. These donors want to invest in compelling ideas with transformative impact. And the way they look for and engage with the institutions they support is changing.

This presentation discusses today's donor investor. Who are they? What types of impact are they looking to see before they make gifts? Who do they need to connect with in order to feel connected to the institution?

It is designed on providing proven tactics and examples to help institutions source big ideas from academic partners, communicate impact of those big ideas, and help support academic partners in perfecting pitch for one-on-one interactions with these donors.

In this session, participants will learn:

- How to develop and consistently refresh an inventory of big ideas
- Opportunities to connect advancement and academic leaders around a big ideas process
- The type of impact that donors expect, even before they make a gift, so that stewardship and cultivation strategy inflect the components critical to success
- Tactics and tools to improve the comfort and effectiveness of academic leaders in donor settings

Who Should Attend?

Staff in Annual Giving; Engagement and Alumni Relations; Advancement Communications and External Relations; Advancement Services and Prospect Management; Advancement Leadership

Workshop Facilitator: Education Advisory Board (EAB)

Katie Stratton Turcotte, Practice Manager

The Advisory Board Company is a Washington DC-based research, consulting, and technology firm that serves 4,000+ health care organizations and through the Education Advisory Board division, 1,000+ education organizations.