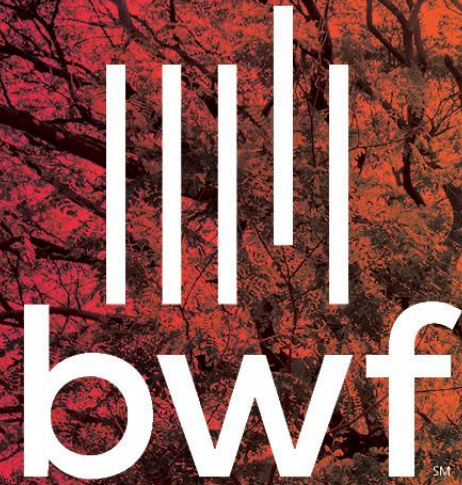




**PUBLIC
COMPREHENSIVE
UNIVERSITY
CONFERENCE
2021**

Campaigns: Is Bigger Really Better?

Dennis A. Prescott
Senior Vice President
BWF

Nick Perlick
Associate Vice President
BWF

Campaigns



What makes a campaign different?

1

Excitement
Urgency
Momentum

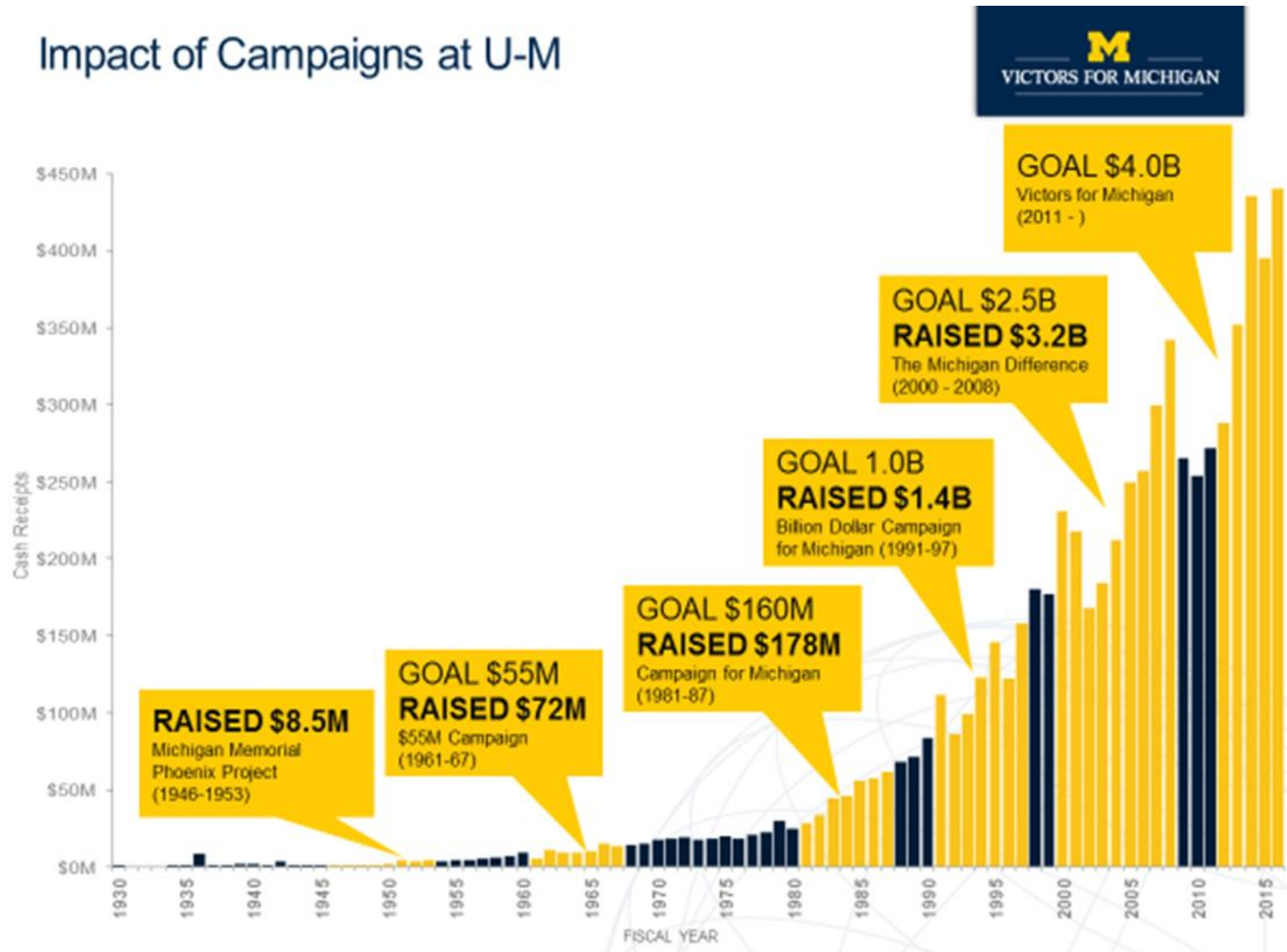
2

Discipline of timeframes,
goals, and projects

3

New responsibilities
for boards and
volunteer leaders

Builds permanent capacity



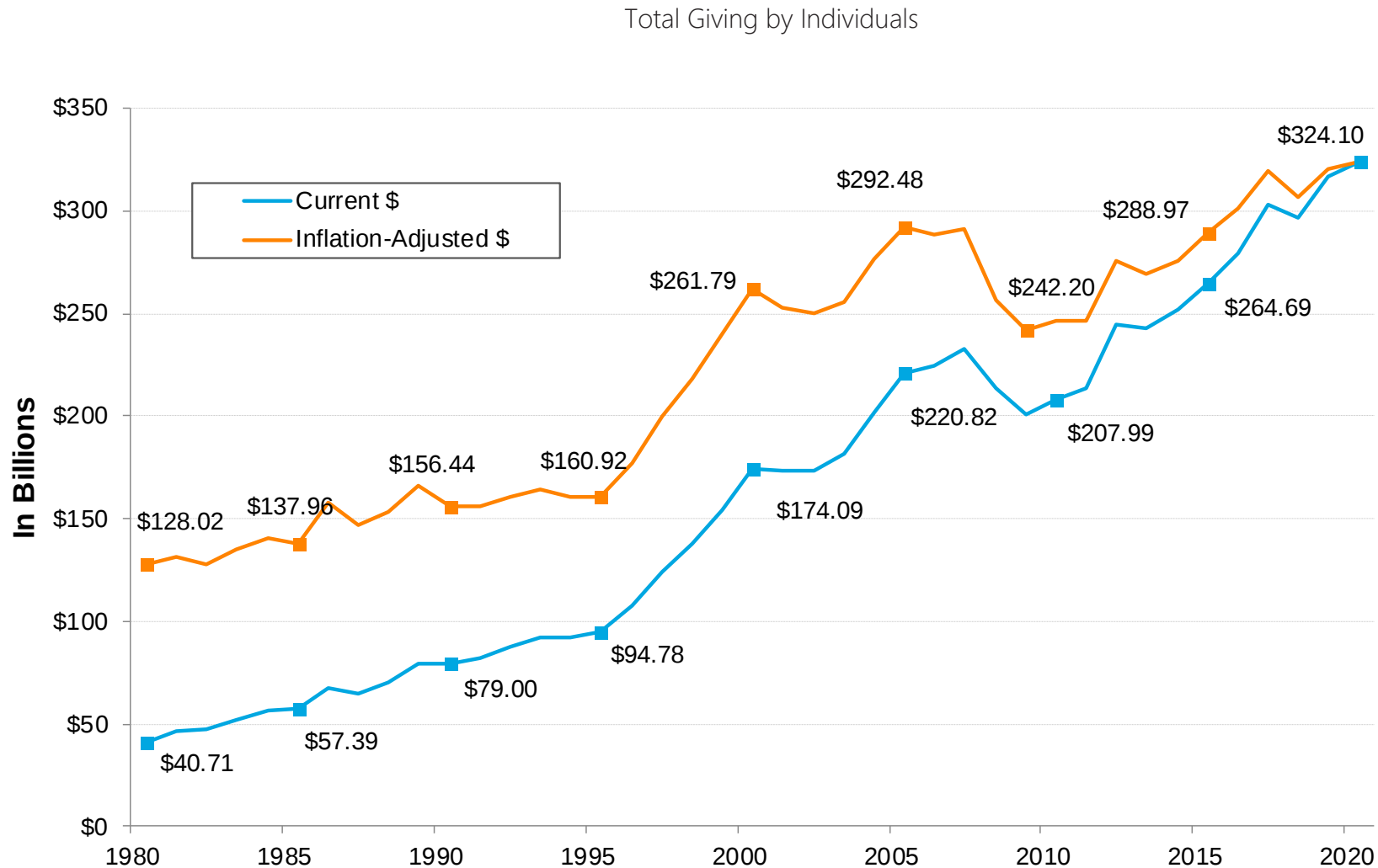
Donors respond to campaigns

- Seventy-six percent of donors state that a campaign timeline impacted the timing of their gifts
- Campaign volunteers are seven times more likely to make a campaign gift than alumni who are not volunteers
- Fifty-seven percent of donors reported that campaign solicitations led to higher levels of support
- Twenty-nine percent of early campaign donors make additional gifts later in the campaign

Relationships are essential

- Seventy-eight percent of \$1M+ donors state that a trusting, personal relationship with leadership is a requirement for their philanthropy

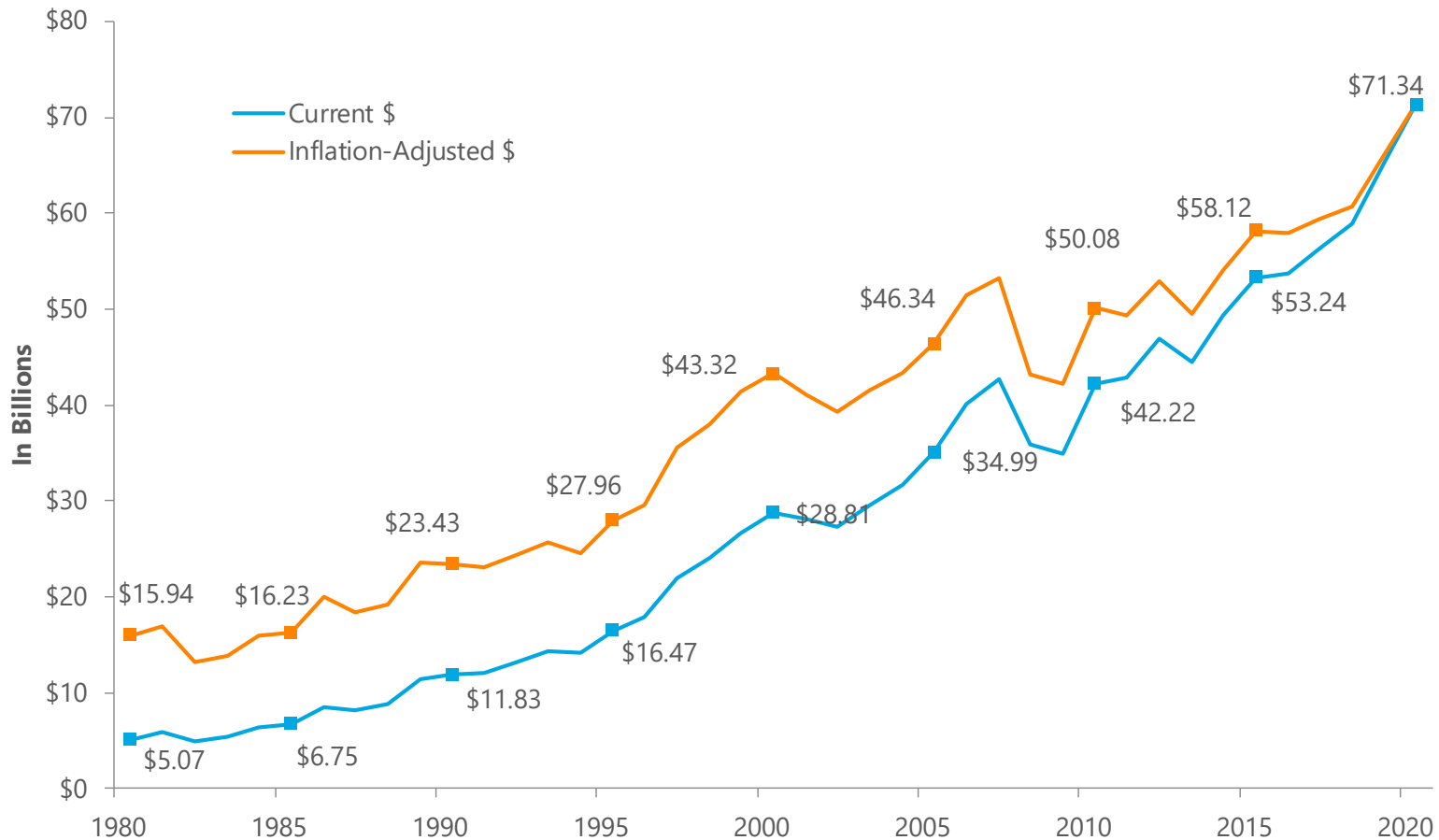
Americans give....a lot!



Source: Giving USA, 2021

Giving trends: giving to education 1980–2020

Giving to education increased 9 percent (adjusted for inflation) from 2019 to 2020.



Source: Giving USA, 2021

Campaign trends

- Sophisticated donors
- First generation wealth
- New vehicles to communicate the story—instant access to news/social media
- More dependence on large gifts
- Complex and blended gifts
- Competition
- Accountability and questions about role of education
- Longer planning phases, shorter public phases, minimal public launch (especially in some regions)

New considerations

- Mega-campaign?
- Mini-campaigns as an alternative?
- Length of campaign?
- Size?
- Compelling campaign priorities?
- Meeting campus needs versus chasing dollars?

Case study

- Research I, AAU Institution
- Recently completed multi-billion-dollar campaign
- Currently not thinking of another comprehensive campaign any time soon. Reasons?
 - Constantly in campaign-mode anyway
 - Report their annual results in campaign-counting style regardless of campaign status
 - Campaign events and volunteer management cost staff time and significant financial resources and to what end?

Summary

