Fund Raising in the 21st Century

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They’ve moved!!
Let’s all brush up on Fund Raising
And polish up and seal a new campaign for the University, the Foundation, and the Citizens in the State of Colorado
Significant Literature References
The Contrarian’s Guide to Leadership

by

Steven B. Sample
Do you frequently find yourself wondering whether conventional wisdom is just a bit too simplistic for the realities of our day?
A Contrarian Leader is one who sees situations from their own unique point of view and who finds new solutions to the challenges facing their organization.
Good to Great
by
Jim Collins
When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results.
You can Negotiate Anything

By

Herb Cohen

You Can Negotiate Anything

by Herb Cohen

The World's Best Negotiator Tells You How to Get What You Want
Your ability to negotiate determines whether you can or can’t influence your environment. It’s analyzing information, time, and power to affect behavior... the meeting of needs (yours and others’) to make things happen the way you want them to.
Beyond Fund Raising

by

Kay Sprinkel Grace
Donors do not give to organizations because organizations have needs; they give because organizations meet needs.
A candid and helpful look at new campaign strategies which focuses on the responsibilities of boards and trustees in planning, overseeing, and actively participating in comprehensive campaigns.
Organizations are filled with living, breathing, feeling human beings, people who need more than a paycheck, more than a performance review, more than a promotion. This is a deceptively powerful realization for any leader!
Wired

Editor & Chief

Chris Anderson

How clean, green atomic energy will stop global warming

The Firefox Revolt

At 14, he started hacking Netscape. At 19, he unveiled Firefox, a blazing-fast browser that was downloaded 1 million times the first day. Now it's the hottest thing on the Internet. (Watch your back, Bill Gates.)

Why right-brainers will rule the future

The revolution in battlefield medicine

Comedy Central's R&D lab
Revenge of the Right Brain

Logical and precise, left-brain thinking gave us the Information Age

Now comes the Conceptual Age led by artistry, empathy, and emotion.
A Vision of the Future
Traditionally, individual departments and campuses have approached their work as though each were a separate silo, incapable of collaborating with other departments or campuses. President Hoffman’s vision is a university without walls—a university where departments and colleges work with each other.
Consolidation
The Creation of a Major Urban Research University
Riding a Dead Horse

Dakota tribal wisdom says when you discover you are riding a dead horse, the best strategy is to dismount. However, we often try other strategies with dead horses, including the following:
Riding a Dead Horse

- Change riders
- Say things like “This is the way we have always ridden this horse
- Appoint a committee to study the horse
Riding a Dead Horse

1. Arrange to visit other sites to see how they ride dead horses.

2. Change the requirements, declaring that “This horse is not dead.”
Riding a Dead Horse

Harness several dead horses together for increased speed
A Fear of Change

“Loving Change is a Prerequisite for Survival”
Be determined in achieving your goals...
Landesman’s Seven Axioms
In this economy don’t depend solely on State support!
Alabama's college and university presidents on Tuesday renewed their seemingly annual pep talk about the need for a unified front in battling for limited tax dollars.

Tuition at the nation's public universities rose an average of 10.5 percent this year, the second largest increase in more than a decade, according to the latest annual survey by the College Board.
If you sit around & wait for things to happen, the world is passing you by!
Less than 30 years ago, Washington University was so obscure that the trustees decided to stick “in St. Louis” at the end of its name, exasperated by the perennial question “So, where are you guys anyway” Seattle or D.C.? Today, Washington University in St. Louis has 15 times as many applicants as it can accept. Beyond that, the former “streetcar college,” as it once called itself, pierced the Top 10 circle of U.S. News & World Report rankings last year.
Axiom 3

You need to take some risks!
Axiom 4

Risks involve change and change creates anxiety!
Axiom 5

Anything is negotiable!
Axiom 6

Listen to donors!
Focus on a humanistic environment where donors are the number one priority.
Axiom 7

Laugh at yourself and laugh with others daily!
Development

A Priority in the 21st Century
The Need
Universities have to recognize that public funding for higher education as the dominant source of support has come to the end of its cycle. Public universities will have to look at fund-raising, entrepreneurial ventures, partnership agreements, and tuition fees to find the money for their operating costs.

C. D. Mote, President
University of Maryland
July 4, 2004
The Board of Trustees is seeking nominations for the office of President. The ideal candidate will have a doctorate degree, along with a proven track record for fund raising and a reputation for academic and administrative success.
Private vs. Public Institutions
State vs. Private Institutions of Higher Learning

In the 21st Century, both state and private institutions of higher learning must rely on external sources of funding in order to thrive (survive?)
Words and Phrases of the 21st Century

- Risk
- Challenge
- Diversity
- Collaboration
- Multi-cultural
- Internationlism
- Change
- Value-based mission
- Technology
- Critical thinking
- Lifelong learner
- Donor prioritization
- Humanistic
- Partnerships
- Endowment
The Process
Questions

How does a faculty member manage to set aside the time to focus on fund raising?

What is the ideal relationship between a faculty member and the development staff?
A Noble Cause

To ask a person or a group of individuals to contribute large sums of money to help higher education is a Noble Cause.
The Joy of Giving

Chancellor & Mrs. Shore donate $100,000.00 to support the construction of the Research Complex II Building at Fitzsimons

Regent & Mrs. Peter Steinhauer donate $100,000.00 to support International Studies
The Fear of Asking

“To conquer fear is the beginning of wisdom”

Bertrand Russell
Failure in Fund Raising

“I no longer have failures, I have limited degrees of success”
Success

- The mission must be the message
- Strong and consistent leadership
- University priorities
The Mission is the Message

- People don’t give time and money to organizations because organizations have needs.

- They give because organizations meet needs!
A Value-Based Mission Statement

Succinct and potent, this brief statement reflects values of excellence, innovation, and involvement and invites those who share those values to participate in the campaign.
“We are in the midst of one of the most profound intellectual revolutions of all time, the revolution in the biological sciences. It’s implications for understanding life processes and for combating disease are boundless. Yale is on the forefront of this revolution.”
Embrace Stewardship

The process of involving and appreciating donor/investors and bringing them into a deeper relationship with the organizations is the most critical process in fund raising.
During my second year of college our professor gave us a pop quiz. I breezed through the questions until I read the last one.

“What is the first name of the man who cleans the School?”

Surely, I though this was some kind of joke. I had seen this man several times, but how would I know his name?
I handed in the paper, leaving the last question blank. Before the class ended one student asked if the last question would count toward our grade. “Absolutely,” the professor said. “In your careers you will meet many people. All are significant. They deserve your attention and care, even if all you do is smile and say hello.” I have never forgotten that lesson. I also learned his name was Mike.
The Ultimate Donor Response

“If it were not for the education I received at the University of Colorado, I would not be living the lifestyle that I now enjoy”
Finding Resources
Traditional Sources of Income
- Tuition
- Clinic or other sources of comparable income
- ICR from grants
- Other
21st Century Sources of Revenue
Partnerships with Foundations, Industry and the Private Sector

Entrepreneurial Endeavors

Risk Taking Ventures
The most successful development programs and fund raising campaigns are based on partnerships.
The Lazzara Center
for Oral Facial Health
at Fitzsimons

A Creative 30 Year $92.5 Million Partnership
Endowment

Large Endowment = Success
We’re All in This Together

President, Chancellors, Deans, Faculty, Boards, Trustees, Alums, Grateful Patients, Others

“ENTREPRENEURSHIP”

Resources must be created by Private Giving
The Future is Now,
Let’s Do Something about it!
Carry your passion so it is inspiring to others remembering the commitment is sustained passion. You will then travel beyond the norm, and know the results of vision and change.

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