

# Building a Philanthropic Partnership

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# Philanthropy at UNT

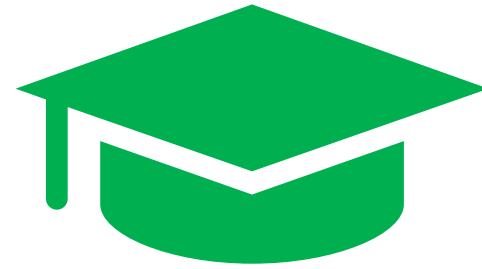
- Late bloomer
- As of 2019,
  - 3 years of record-breaking fundraising
  - Raising \$30M annually
  - Largest single gift in 2019 - \$30M



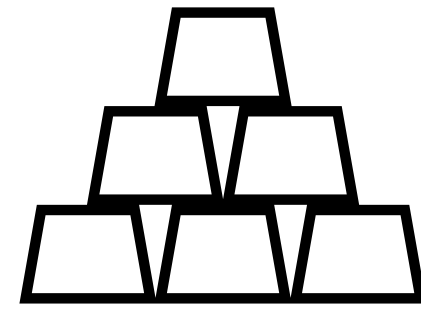
# Fundraising in the Current Environment

- Donors tend to be cautious
- Virtual world challenging to develop deeper relationships
- Engagement and stewardship more important than ever now
- Shifted efforts initially to outreach
- Enhancing donor pipeline for future
- Seeing progress with gifts in past few months
- Immediate needs and direct student support
- Hearing from major gift donors – “Not right now, but soon!”

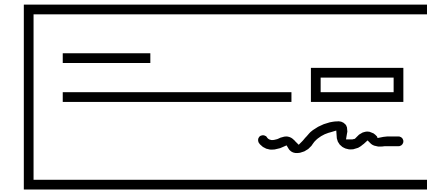
# What Advancement does



Alumni Relations



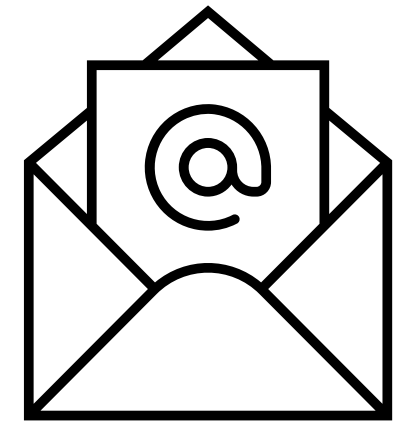
Major Gifts



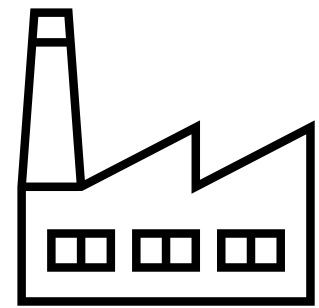
Annual Fund



Prospect Research



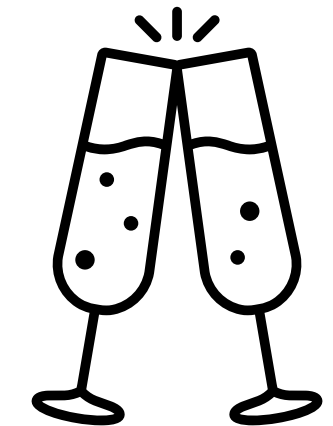
Communications



Corporate and Foundation Relations



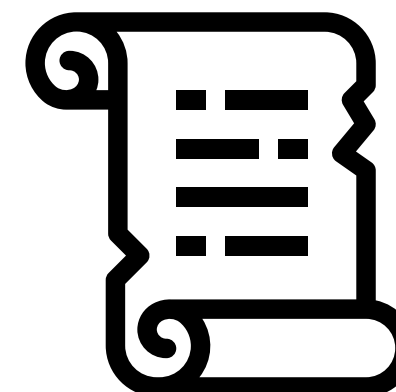
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Special Events



Constituent Data Management



Estate/Legacy Giving



Stewardship



Gift Administration

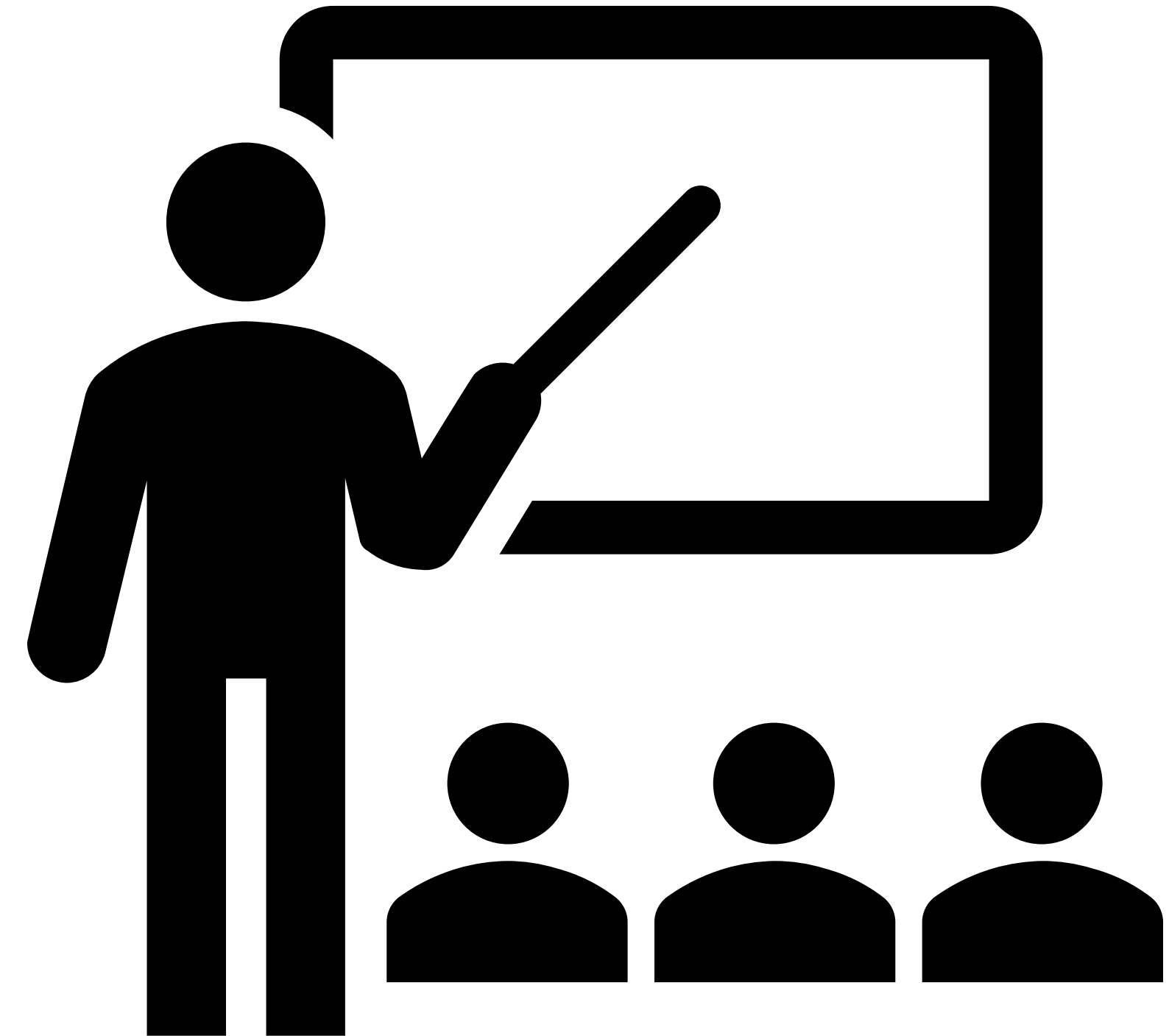
# Long-term Goals

1. Become a \$50M/year program
2. Build a meaningful comprehensive campaign
3. Engage more alumni in professional and social networking
4. Build UNT brand awareness and pride
5. Build business and corporate relationships that result in ROI

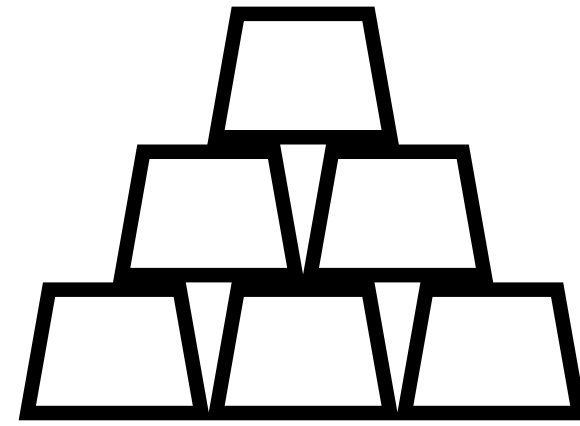


# Impact of Faculty Fundraising

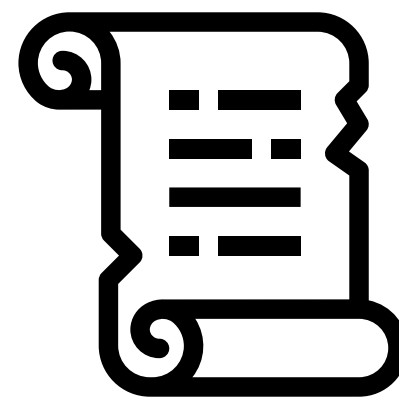
- Builds a culture of philanthropy
- Secures vital resources
- Leverages additional funding
- Increases scope of faculty impact
- Expands collaboration and opportunity



# Fundraising Teams



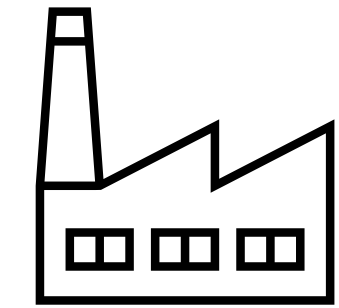
Major Gifts



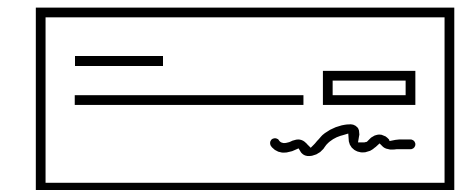
Estate/Legacy Giving



UNT



Corporate and Foundation Relations



Annual Fund

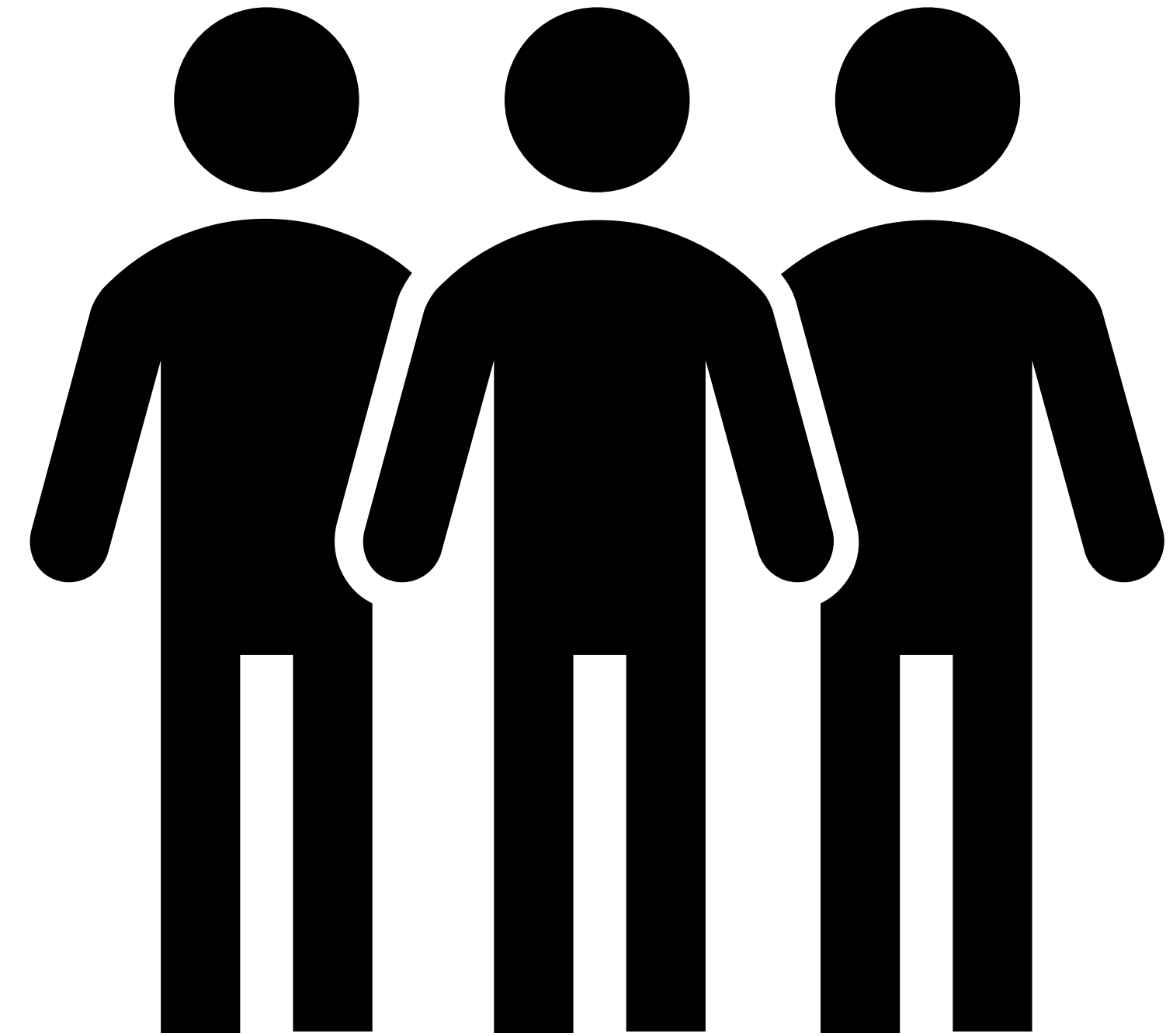
# Focus on Major Gifts

- Gifts from individuals represent 78% of philanthropy
- Education is a compelling purpose
  - Receives 14% of all gifts
  - #2 behind religion
- High ROI – low cost per dollar raised
- Major gifts are \$25k and above
  - Can transform a program
  - Can fulfill immediate needs and provide long term support



# UNT Major Gift Donor Profile

- Entrepreneur or corporate achiever
- First-time philanthropist
- Strong desire to “give back”
- Influenced by key UNT faculty members
- Deeply engaged in the life and mission of the university
- Gives to multiple areas at UNT



# Building a Major Gift Pipeline

Identifying a prospect with capacity

Identification

Seeking initial contact with a prospect and evaluating the prospect for inclination

Discovery

Acknowledging, recognizing and creating a proactive plan for the next ask

Stewardship

Making an ask at the right time, for the right amount, from the right person, for the right initiative

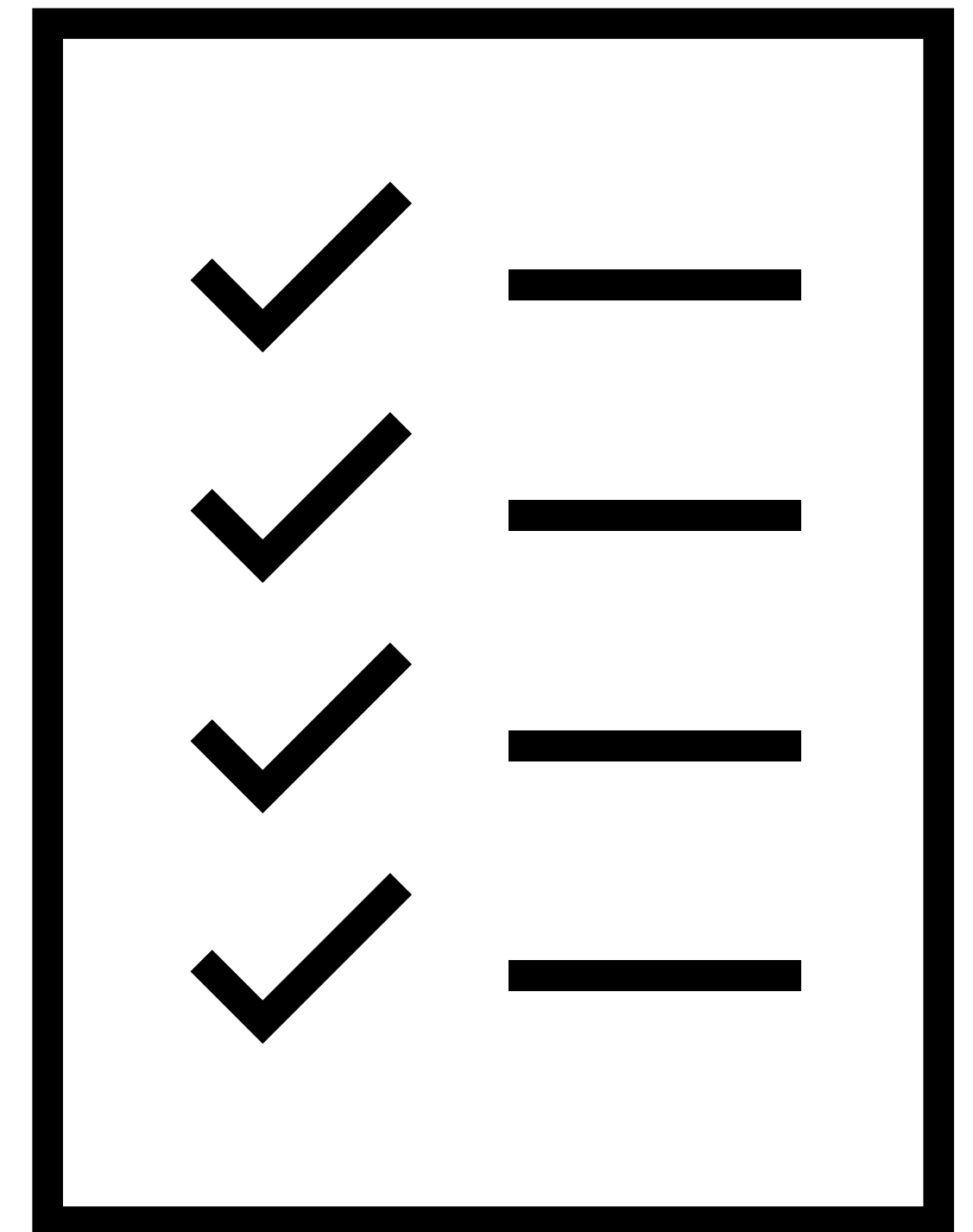
Solicitation

Engaging the prospect and aligning philanthropic interests with UNT initiatives

Cultivation

# Fundraising Best Practices for Faculty

- Deepen your relationships with alumni and prospective donors
- Participate in engagement opportunities
- Partner with your DO and University Advancement
- Articulate how an initiative fits within your college's goals and strategic plan
- Share alumni contact updates with UNT's alumni database
- Stewardship...stewardship...stewardship!



# How can you make an impact?

- Have 10-15 minutes? You can:
  - Call and thank a donor or write a personal thank you note
  - Connect with an alum from your program to help build the prospect pipeline
  - Update a prospect on progress regarding your initiative
  - Identify specific students in your program to engage with donors and prospects



# How can you make an impact?

- Have 30 minutes? You can:
  - Identify 3-5 alumni to engage and request further info/gift capacity data from Advancement
  - Help “tell the story” in a face-to-face prospect/donor meeting on Zoom
  - Articulate the impact of a gift to your program for collateral or a proposal
  - Collaborate on a stewardship plan for a major gift donor with University Advancement
  - Update your DO on current opportunities

# How can you make an impact?

- Have 1 hour? You can:
  - Collaborate with DO to develop engagement strategies for your program's prospect pipeline
  - Create an impactful major gift funding concept aligned with your college's strategic plan
  - Frame up an immediate need funding opportunity in a concept discussion with Advancement
  - Develop a plan to increase the scope and impact of your initiative



# Top Tips for Faculty Fundraising Success

- Don't hesitate to access UNT Advancement support – we're here to help!
- Ensure your concept fits with the current goals and priorities of the college and have leadership endorsement
- Keep your college/unit development team informed
- Listen to the prospect – what is significant and meaningful to them?
- When in doubt – ENGAGE, CONNECT and DEEPEN THE RELATIONSHIP!

# Questions to Know

And last, but not least, be able to answer these questions:

- WHO would be interested in making a philanthropic investment?
- WHAT are you trying to accomplish?
- WHERE will the impact be?
- WHEN will the gift yield benefits?
- WHY is UNT uniquely qualified to implement this initiative?
- HOW is this impactful long-term?





# Corporate & Foundation Relations

- CFR is a central university office that assists in fostering relationships between UNT, companies and private foundations.
- FY20: \$8.6M in gifts secured from corporations and foundations
- FY20: CFR submitted 144 proposals



# Corporate & Foundation Relations (CFR)

- We help faculty and external funding partners connect and collaborate to advance mutual goals that align with the university's research and educational mission.
  - Identifying funding opportunities. Submit a concept paper.
  - Advising faculty and administration on how to make a strong case for support
  - Reviewing, revising, and editing proposals prior to submission
  - Contacting CFR partners on behalf of faculty and staff

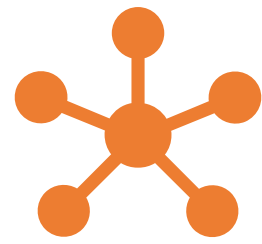
# Recent Private Funding - Faculty

- Texas Instruments gave \$30k to support a GA to update curriculum for two EE courses
- Foundation gift of \$300k to support AERI Water Research Field Station
- Andrew Mellon Foundation grant submitted through GCA, funds are a gift, gift is also a grant, it is managed by GCA
- Foundation gift to support a STEM Camp. Executing the camp requires IRB, moves gift from Adv to being managed by GCA
- Caruth Foundation gift to Teach North Texas, upon receiving agreement, decision made to have funds managed by GCA

# Working with Companies

- Find the nexus between your expertise and company's business
- Schedule a meeting with a company representative – we want to meet with the right person at the right time
- Usually unrestricted support of students, programs, then research
- Service Contracts – always Rondelli

# Foundation Grant Development



## Connect

Assess and leverage internal connections and opportunities



## Cultivate

Reach out to the foundation using a careful, targeted communication strategy  
Engage foundation reps in conversation about potential projects and approaches



## Ask

Follow funder's lead on content, ask amount, and timing  
Develop a proposal that aligns with grantmaker priorities



## Steward

Continue careful cultivation throughout the grant period  
Return to "connect" step if not funded

# Questions?