

Donor-Driven Fundraising WITHOUT Development Staff!

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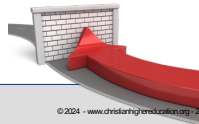
1

1. TECHNIQUE-DRIVEN

Events, golf tournaments, online, direct mail, phone, etc.

- a) Highlighting academics, faculty, athletics, campus & accomplishments
- b) Difficult to stand out in a crowded Christian college market & giving is "transactional"
- c) Possible obstacles due to donor skepticism, uncertain credibility or limited visibility
- d) The focus is institution-driven to "sell" your school like a commodity

It's all about you & what you want FROM the donor!



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2

2. Donor-Driven

Permission-based, individualized

- a) Helping a donor reach their philanthropic goals, practice their Christian values, or continue their family tradition by investing in your school
- b) Earning the right to ask for a gift by developing the donor's passion for your school
- c) Transforms giving from a "one & done" sales transaction to a lifetime donor investor
- d) Emphasis is on building donor confidence in the value & impact of your school

It's all about them & what you want FOR the donor!



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3

Five Steps to a Donor-Driven, Major Gift

1. Case for Support
2. Prospect Identification
3. Awareness Event
4. Prospect Cultivation
5. Donor Solicitation



4

1. Case for Support = Grand Vision + Sound Plan



Provide a clear, compelling reason why I should invest in your school's mission, the Case should include...

- ✓ An emotional appeal & student stories to grab the reader's attention
- ✓ Overview of the school's history, leadership & mission
- ✓ Describes the challenge your school wants to overcome
- ✓ Details how fundraising allows you to address the challenge
- ✓ Explains the benefits once the challenge is overcome
- ✓ Summarizes the fundraising campaign goal & timeline
- ✓ Concludes with a call to action on how a donor can help

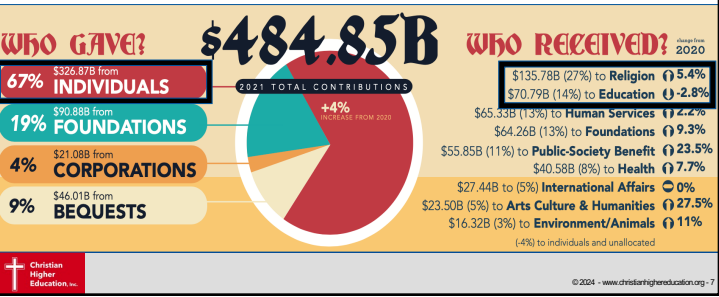
5

2. PROSPECT IDENTIFICATION



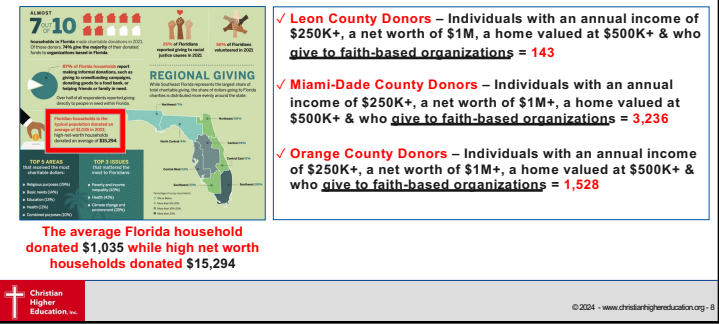
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Charitable giving in the U.S. reached \$484.85 Billion in 2022, its highest level in history despite the pandemic!



7

Charitable giving in Florida also reached a record level in 2022 of \$11.2 Billion!



8

3. Awareness Events

- a) Creatively-themed, personalized invitation
- b) Supplement the Board with a Campaign Cabinet
- c) Engage a high-profile Host Committee
- d) Provide light complimentary food & beverage
- e) Use a Table Sponsor Model & Board support
- f) Engaging, inspiring & memorable program
- g) Students, parents & faculty run the event
- h) Friend-raiser... **NOT FUNDRAISER**

9

4. PROSPECT CULTIVATION

Examples of cultivation activities following the Event:

- a) Thank you letter & follow-up call by the Board, Table Sponsors
- b) Tour your campus
- c) Attend a class
- d) Hear a guest lecturer
- e) Watch a sporting event
- f) Attend worship service
- g) Have lunch with a group of faculty or students
- h) Invite to a graduation ceremony
- i) Attend a Board meeting
- j) ??



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10

5. Donor Solicitation

If you've done it right... the ASK is the easy part

- a) Meet in person & in private when the donor asks
- b) Provide investment & naming opportunities
- c) Present an individualized, three-part donor prospectus
- d) Underscore your role as a problem-solver
- e) Execute their pledge commitment
- f) Build in ongoing nurturing & engagement



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11

Donor-Driven Fundraising **WITHOUT** Development Staff - Review



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12
