

No Pain Like a Campaign

Removing some of the mystery of how capital campaigns work

David K. Williams

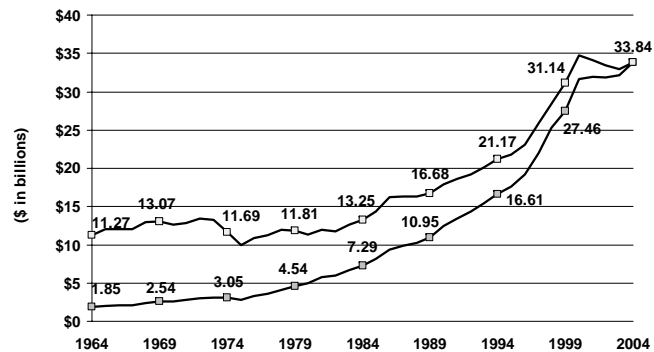
Vice President for University Advancement

What does a campaign look like?

GOAL: \$50,000,000				
Prospects	Gifts	Gift Size	Totals	Cumulative
3	1	\$ 7,500,000	\$ 7,500,000	\$ 7,500,000
9	3	\$ 4,000,000	\$ 12,000,000	\$ 19,500,000
18	6	\$ 1,000,000	\$ 6,000,000	\$ 25,500,000
36	12	\$ 500,000	\$ 6,000,000	\$ 31,500,000
60	20	\$ 250,000	\$ 5,000,000	\$ 36,500,000
120	40	\$ 100,000	\$ 4,000,000	\$ 40,500,000
180	60	\$ 50,000	\$ 3,000,000	\$ 43,500,000
300	100	\$ 25,000	\$ 2,500,000	\$ 46,000,000
525	175	\$ 10,000	\$ 1,750,000	\$ 47,750,000
750	250	\$ 5,000	\$ 1,250,000	\$ 49,000,000
many	many	\$1000 and less	\$ 1,000,000	\$ 50,000,000
2001	667			\$ 50,000,000

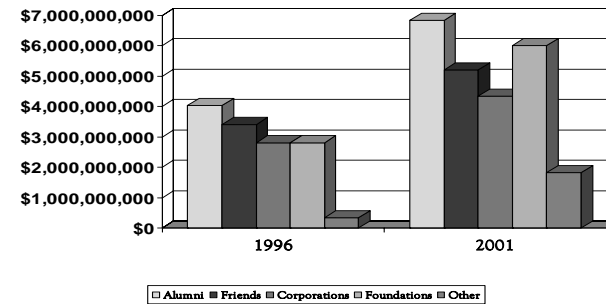
- A significant lead gift.
- Top 10 gifts equal 50% of goal.
- 10 seven-figure gifts.
- 75 six-figures gifts
- 335 five-figures gifts.

Giving to Education 1964–2004

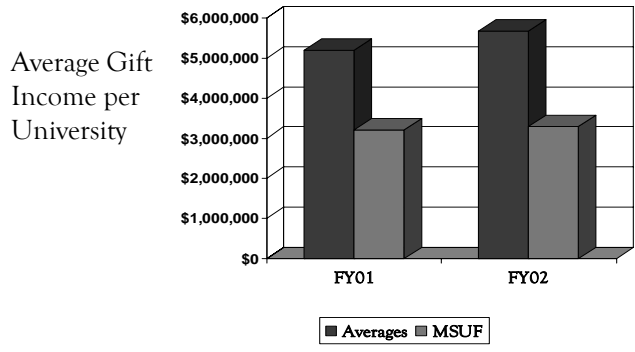


Source: Giving USA Foundation™ – AAFRC Trust for Philanthropy/Giving USA 2005

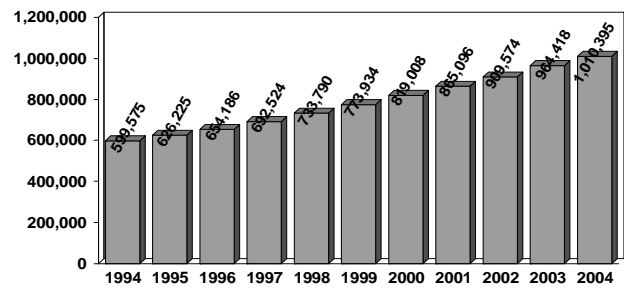
Giving Trends in Higher Education \$24.2 billion in 2001



The Trend: Publicly Supported Masters- Level Institutions

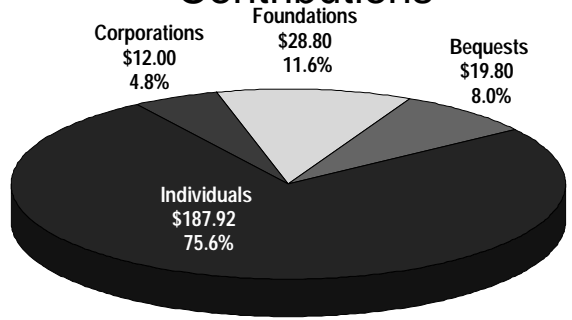


The Number of 501(c)(3) Organizations 1994–2004



Source: Giving USA Foundation™ – AAFRC Trust for Philanthropy/Giving USA 2005

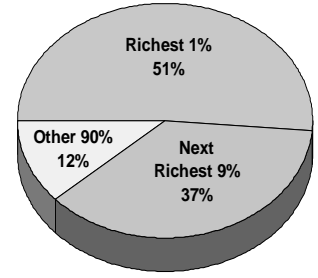
2004 Contributions: \$248.52 Billion By Source Of Contributions



Source: Giving USA Foundation™ – AAFRC Trust for Philanthropy/Giving USA 2005

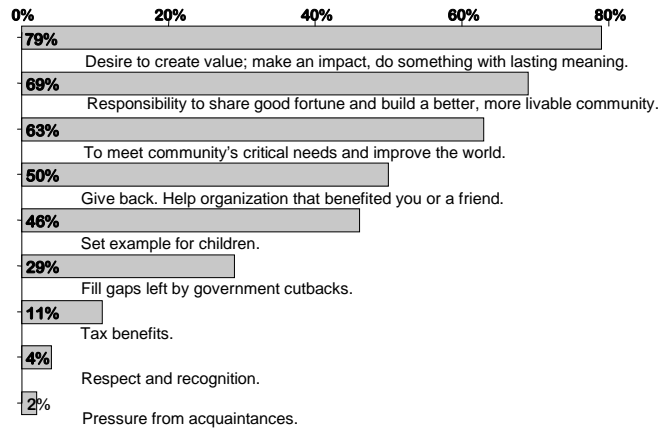
The distribution of wealth dictates the focus for effective fundraising.

The Unequal Dow



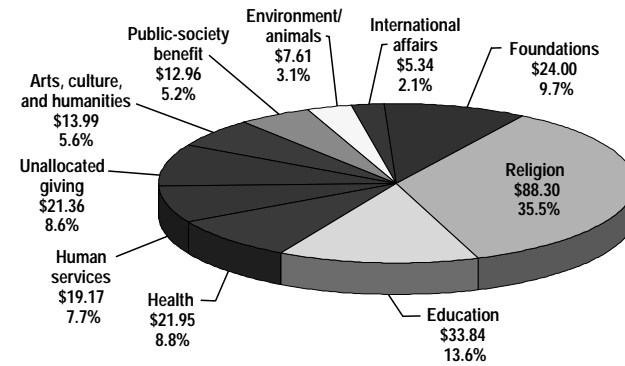
Source: Edward N. Wolff, New York University

Why do Donors Give?



Source: U.S. Trust Survey of Affluent Americans

In 2004, education received \$34 billion.



Source: Giving USA Foundation™ – AAFRC Trust for Philanthropy/Giving USA 2005

Campaign Preparations

- Visionary institutional planning, leaders
- Robust fundraising infrastructure
- Strong volunteer engagement
- A deep prospect pool, good prospecting
- A compelling case
- Effective, persistent communications