

Engaging an Increasingly Diverse and International Donor Base

CAMPBELL & COMPANY WEBINAR

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Campbell & Company

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Panelists On the Webinar Today

Steve Staples, PhD--Executive Director, International Development,
[Princeton University](#)



Ryan Carmichael--Deputy Vice President for Development, [Columbia University](#)



Through this session, we will cover

Best practices from academic institution's development teams for successfully building international fundraising programs

This information can be applied to other markets such as:

- Hospitals and Healthcare
- Environmental Organizations
- Cultural Institutions
- and more

The skills development/advancement teams must require to create and manage an effective international fundraising program

Case examples that explore all phases of developing and sustaining such an initiative

Why we are looking at this subject

Our economy and society have globalized



Don't forget to send us your questions by using the question pane on your control panel.

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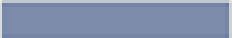

Campbell & Company Research

METHODOLOGY

Development professionals from colleges, universities and independent schools

- Online Survey
- Personal Interviews
- Response rate of 65%
- 54 Respondents
- In-depth interviews who were chosen from advisory committee of leading international fundraising practitioners

Breakdown of Participating Educational Institutions

Please indicate the type of institution you work with:			Response Percent	Response Total
Public 4-year college or university			12.96%	7
Private 4-year college or university			37.04%	20
Independent graduate or professional school			3.7%	2
Community or 2-year college			0%	0
Independent primary and/or secondary school (day only)			31.48%	17
Independent primary and/or secondary school (with boarding)			14.82%	8
Public primary and/or secondary school			0%	0

Percentage of Fundraising from International Constituents

Approximately what percentage of fundraising revenue comes from international constituents?

		Response percent	Response total	Average number of staff who work with international prospects
Less than 5%		83.33%	45	2
Between 5 and 9.99%		9.26%	5	5
Between 10 and 24.99%		3.7%	2	na
Between 25 and 49.99%		0%	0	na
Greater than 50%		0%	0	na
Unknown/Data not available		3.7%	2	na

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CASE DISTRICT VII MINI-CONFERENCE



THANK YOU

Amy Ambrose, Assistant Dean of Advancement, Berkeley School of Law

Matt De Vecchi, Senior Associate Dean for External Relations, USC Marshall School of Business

Marina Tan Harper, Senior Director of International Development, UC Davis

Ted Hill, President Roessler-Chadwick Foundation

Bill Johnson, Associate Vice President for Development and Alumni Relations, University of the Pacific

Shaun Keister, Vice Chancellor for Development & Alumni Relations, UC Davis

Christy Lusareta, Director, Prospect Research & Management, USF

Ronica Smucker, Associate Vice President, Development, USF

Leslie Theodore, Associate Vice President, Alumni and Donor Engagement and Director of Women in Leadership & Philanthropy, USF

Tom Tseng, Vice President and Campaign Co-Director, Univ. of Hawaii

Peter Wilch, Vice President for Development, Univ. of San Francisco

Some Perspective

International Students studying in the United States

80% increase
since
2000

RECORD HIGH ENROLLMENT

974,926 international students studied in the US in 2014-2015



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Research Institutions, Universities, Community Colleges, Boarding and Day Secondary Schools



Even Elementary Schools



Grateful patients



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Gifted Education

The top sources of donations to U.S. colleges



Top 10 country donors to U.S. colleges from January 2007 to November 2013, in millions

Hong Kong		\$181.0
U.K.		147.6
Canada		136.0
India		97.5
Saudi Arabia		97.0
Switzerland		96.0
UAE		75.4
China		60.4
Singapore		56.7
Japan		56.5

The biggest recipients of Hong Kong giving:

PRINCETON UNIVERSITY	
	\$67.6 million
STANFORD UNIVERSITY	
	\$39.3 million
UNIVERSITY OF CALIFORNIA, BERKELEY	
	\$28.8 million
HARVARD UNIVERSITY	
	\$19.6 million

Source: U.S. Department of Education (sources of donations, recipient schools) ; staff reports

Photos: Reuters

The Wall Street Journal

Focus on Asia



Why Focus on Hong Kong?



Other Areas of International Support

Europe

Middle East

Central and South America

Russia

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Visibility Abroad



Effectiveness of Outreach Methods

Of the methods that you use, which one has been most effective/successful?

	Response percent	Response total
Specially segmented mailings or newsletters	0%	0
Communications in multiple languages	18.75%	3
An international junket or tour	6.25%	1
Internationally based clubs (such as an alumni association chapter)	12.5%	2
Affinity groups in the United States	0%	0
Off-campus gatherings, programs or events	12.5%	2
On-campus gatherings, programs or events	0%	0
A dedicated staff member	6.25%	1
An office, center, or campus in another country	0%	0
A volunteer board	0%	0
A targeted fundraising trip	37.5%	6
A specialized stewardship plan	0%	0
Other, please specify:	6.25%	1

Alumni



Parents of Current Students



Face to face Meetings with Prospects

Understanding the Cultural Landscape

Social status and cultural hierarchy

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How Often Should You Visit?

When do you bring the President, Chancellor, Head of School?

How can institutions with lesser resources move forward with a program seeking international philanthropy?

Obstacles to Growing International Fundraising



Pitfalls to Avoid

- Reputational Issues
- International Gift Policy
- Admissions
- Lack of buy-in from leadership
- Getting good data/contact information

Resources

United States Internal Revenue Service

Publication 526, Charitable Contributions

The Canada Revenue Agency

Give2Asia

GlobalGiving and Charities Aid Foundation American

The King Baudouin Foundation United States

The Resource Foundation

Transnational Giving Europe

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Number One Advice?

Final Thoughts



Importance of patience and relationships

Education on philanthropy

University vs. School Affiliation

Don't forget parents and friends

What is your school's international vision?

Giving likely to be top heavy

Finding key role model for philanthropy

Questions?

Next Webinar:

Fundraising Communications 2: Crafting Your Message

December 14, 2016
12:00 CT

Andy Brommel
Director, Communications Consulting

Thank You

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