

More

CASE Europe Annual Conference 2016

The Philanthropic University. What does that mean? How do you achieve it? Why does it matter?

The difference between being a university with a fundraising office bolted on at the edge and one where a commitment to philanthropy is embedded across the institution is profound.

The Whats

It's not just about the money

(but actually it *is* about the money)

Leadership Commitment

The institution as a cause

Philanthropy in alignment with institutional strategy

External Commitment

Belief in the institution
(personified by the leadership and cause)

Invested in the institution

Advocates for the institution

Building relationships that endure

Surviving transitions

Resilience of the advancement function

Ability to weather change

Growing institutional confidence

Academic engagement in philanthropy

Standing of the advancement function

Philanthropy as a recognised and predictable revenue stream

The Hows

Do what you can control: raise the money!

Keep setting – and keep meeting –
philanthropic goals

Be a choreographer rather than a soloist

With your team, with academics,
with volunteers

Ensure the donor's money did what the donor intended it to do

Impeccable stewardship

*If you can't write it
down, you can't do it. If
you don't write it down,
you won't do it.*

(Thank you, Bill McGoldrick!)

Planning, KPIs, metrics

Evidence of performance
(and that's *not* just the money)

Embed the advancement function

Training, personal development,
succession planning

Build your own institutional knowledge

Be realistic!

You need a critical mass of key
people on side, internally and
externally, but you're never going
to have everyone – nor do you
want everyone – that would be
too much to manage.

Why is this important?

- It's part of being a **serious university**
- **Universities are here for the long haul.** Philanthropy is part of our past and will be part of our future.
- **Universities matter.** They are the places with the best chances of tackling the world's biggest problems.
- **Philanthropic funds can reach the parts other money can't reach:** the freedom to fail
- We're like the airline business: at the margin, **philanthropy has a disproportionate impact on the institution**
- It **brings a discipline** to the university's planning, operations and distinctiveness
- It's a rallying point: it **brings the university's various communities together** – academics, students, staff, parents, alumni, the local community

Don't forget

- Keep it simple!
- Behind every summit is another peak...

Fundraising Consultants. And More.