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UNIVERSITY FUNDRAISING
A TAM workshop co-organized by:
HERE team – Egypt, SPHERE, and NEO - Egypt

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Aligning Fundraising with Institutions' Strategic Plan

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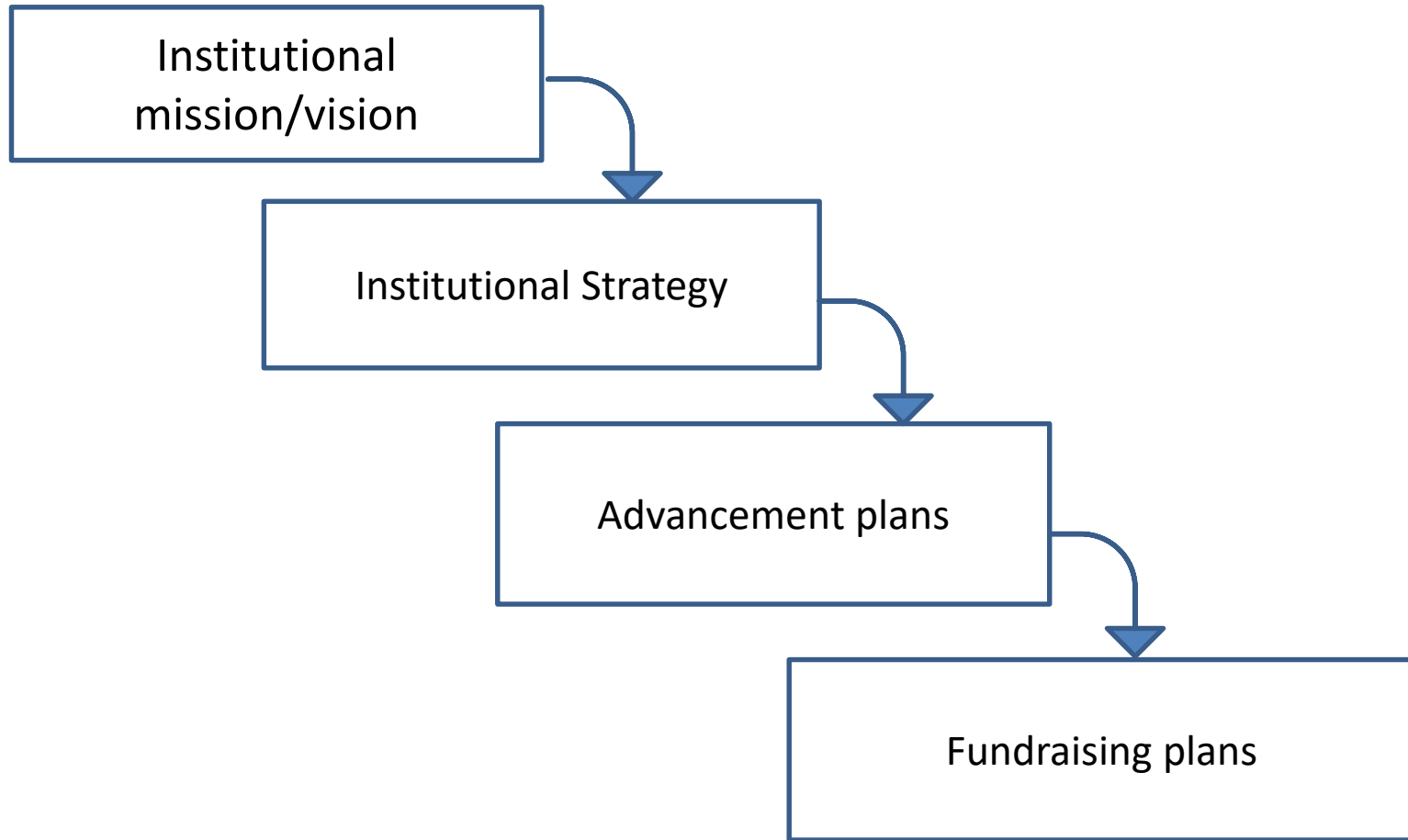
***Fundraising is the noble art of teaching people
the pleasure of giving.***

***“People do not give to people.
They give to people with causes.”***

Fundraising strategy

- Fundraising is an organisational commitment
- Involvement of leadership is crucial
- One size does not fit all
- Consistency is the key
- Long term commitment (initial stage 2-3 years)

Integrating a Fundraising strategy



Institutional development

- Develop an attractive profile and enhance the visibility of the university – invest in excellence.
- Establish a good reputation.
- Create alliances with colleagues in strategic positions.

Articulate your goals

- Know what you and your organisation are taking on. Carry out feasibility and planning study – SWOT analysis.
- Know what your organisation stands for. Write a convincing manifesto.
- Know what your organisation needs. Draw up a list of the most pressing needs.
- Know who the potential donors to your organisation are (80/20 principle).
- Know who the ambassadors for your organisation could be. Decide on your top ten candidates and invite them to meet you.

Resources

- Budget
- Staff
- Data
- Volunteers
- Electronic means
- Events programme

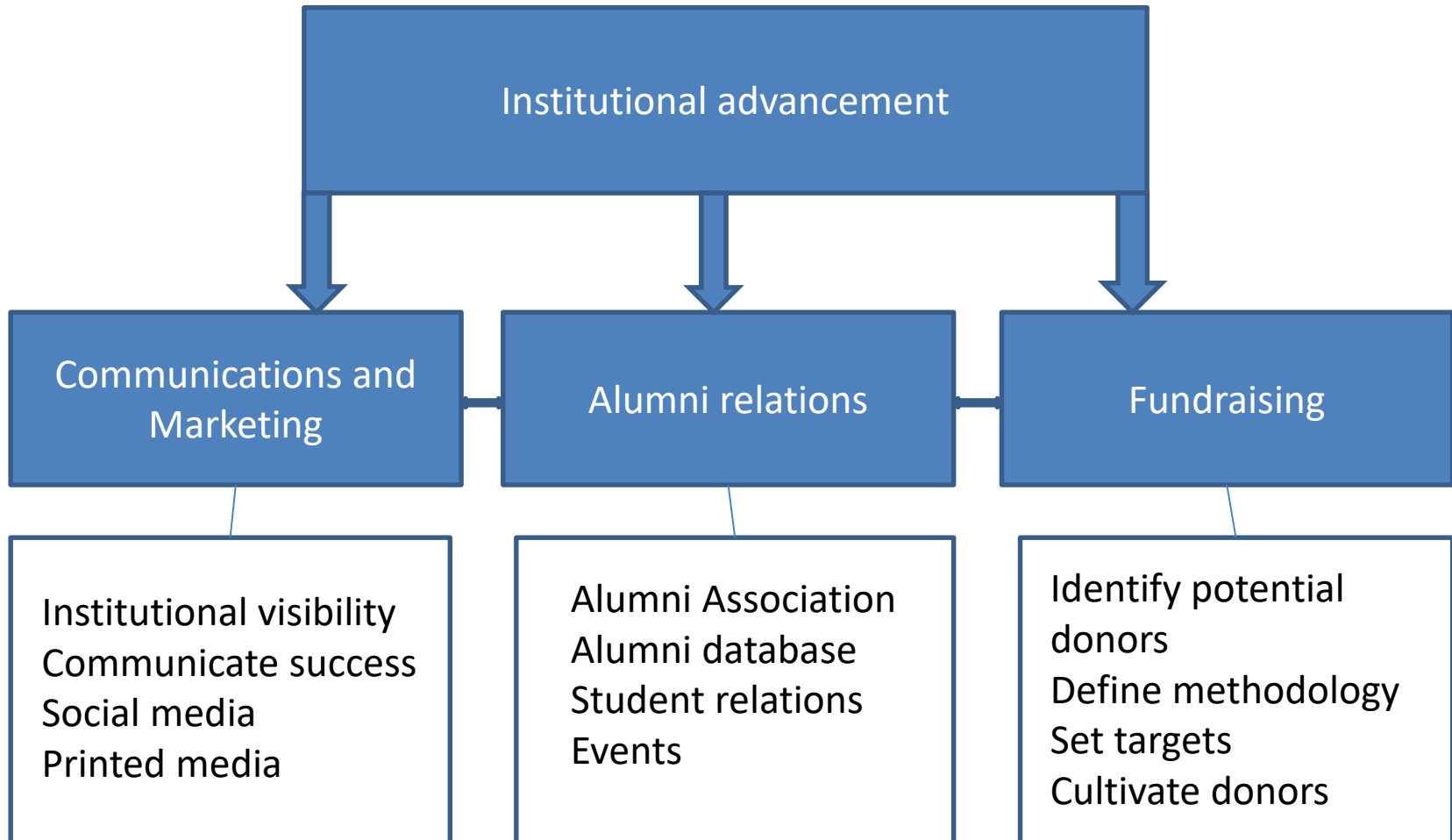
Define methodologies

- Trusts and foundations
- Corporate sponsorship and partnerships
- Planned giving from individuals
- Major gift donors
- Community fundraising
- Telephone fundraising
- Online fundraising and direct mail

Fundraising strategy

- Create
- Get feedback
- Share
- Review
- Update

Fundraising structures



Governance structures

- Autonomy
 - Financial
 - Staffing
 - Organisational
- Participation of External members
- Creating an “entrepreneurial governance”

Lessons learnt

- Be realistic (long-term goals)
- Don't rush into things
- Establish a ladder of giving opportunities
- Keep investing
- Identify performance measures
- Celebrate success



Thank you!
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