



Academic Leaders Institute

“Advancement and Fund Raising for
Academic Leaders”
(An Initial Conversation)

September 27, 2019



Office of Advancement
UNIVERSITY OF COLORADO **BOULDER**

Be Boulder.

Advancement: Vision & Mission

ADVANCEMENT VISION

Advancement will be the catalyst that accelerates the pride, passion and sustainability of CU Boulder's role in world-changing solutions.

ADVANCEMENT MISSION

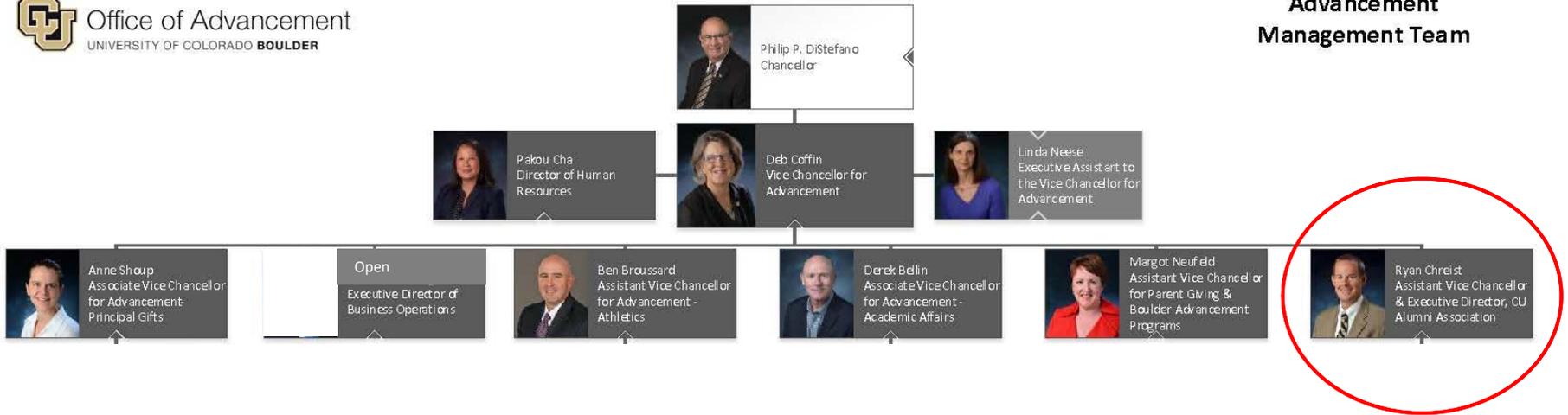
Driven by the University's strategic imperatives and our values, we foster connections, build pride and engage the passions of our alumni, friends and organizations resulting in increased involvement, advocacy and philanthropy which transforms the University of Colorado Boulder.



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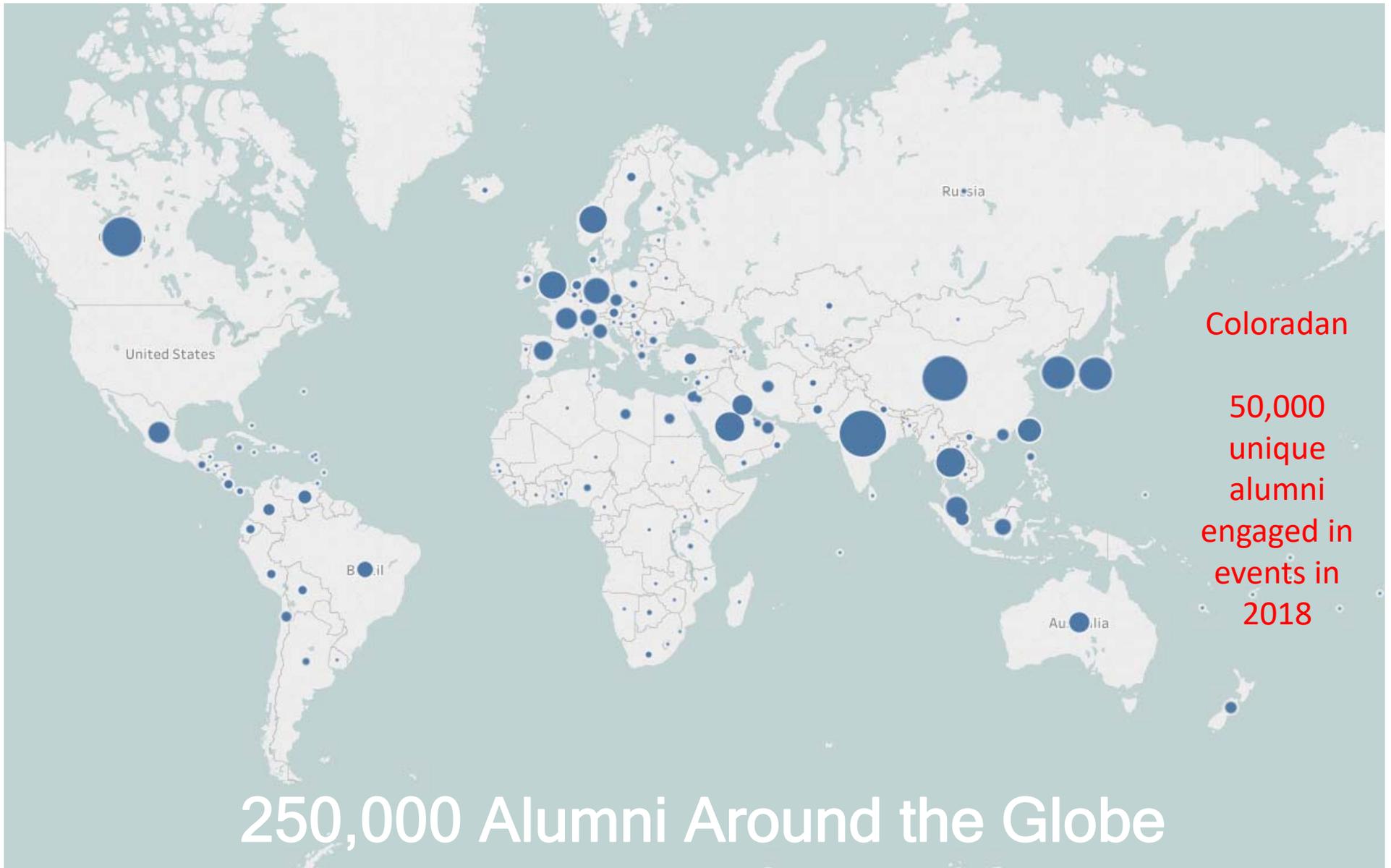
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**Advancement
Management Team**





EXPERIENCE WHAT'S NEXT



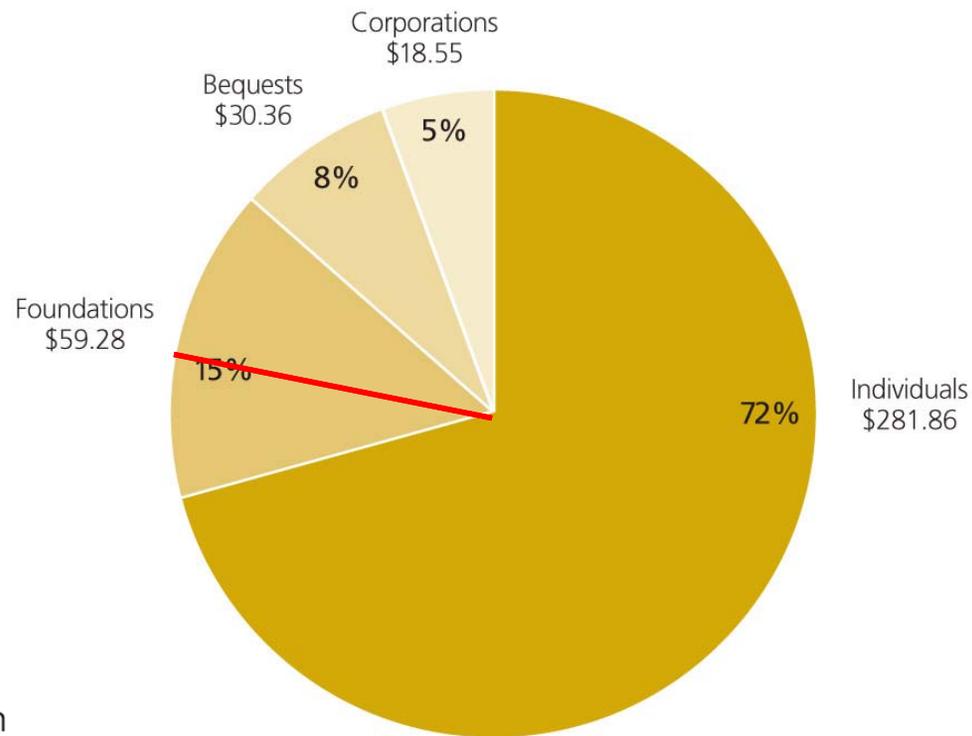
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**Associate Vice Chancellor
of Academic Affairs'
Leadership Team**



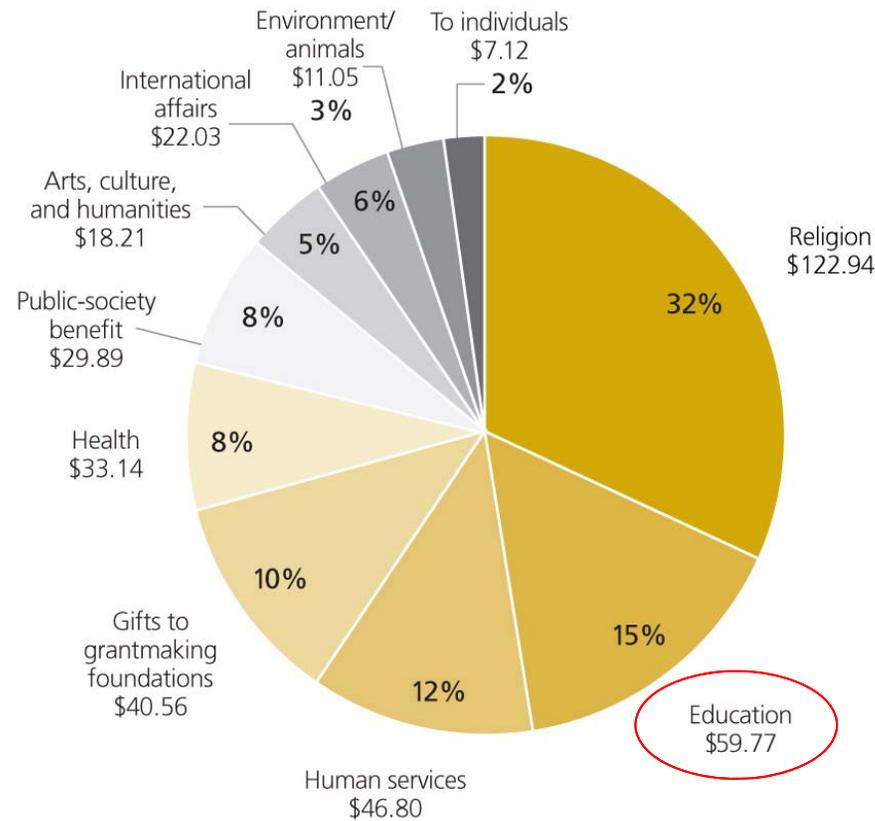
2016 contributions: \$390.05 billion by source (in billions of dollars – all figures are rounded)



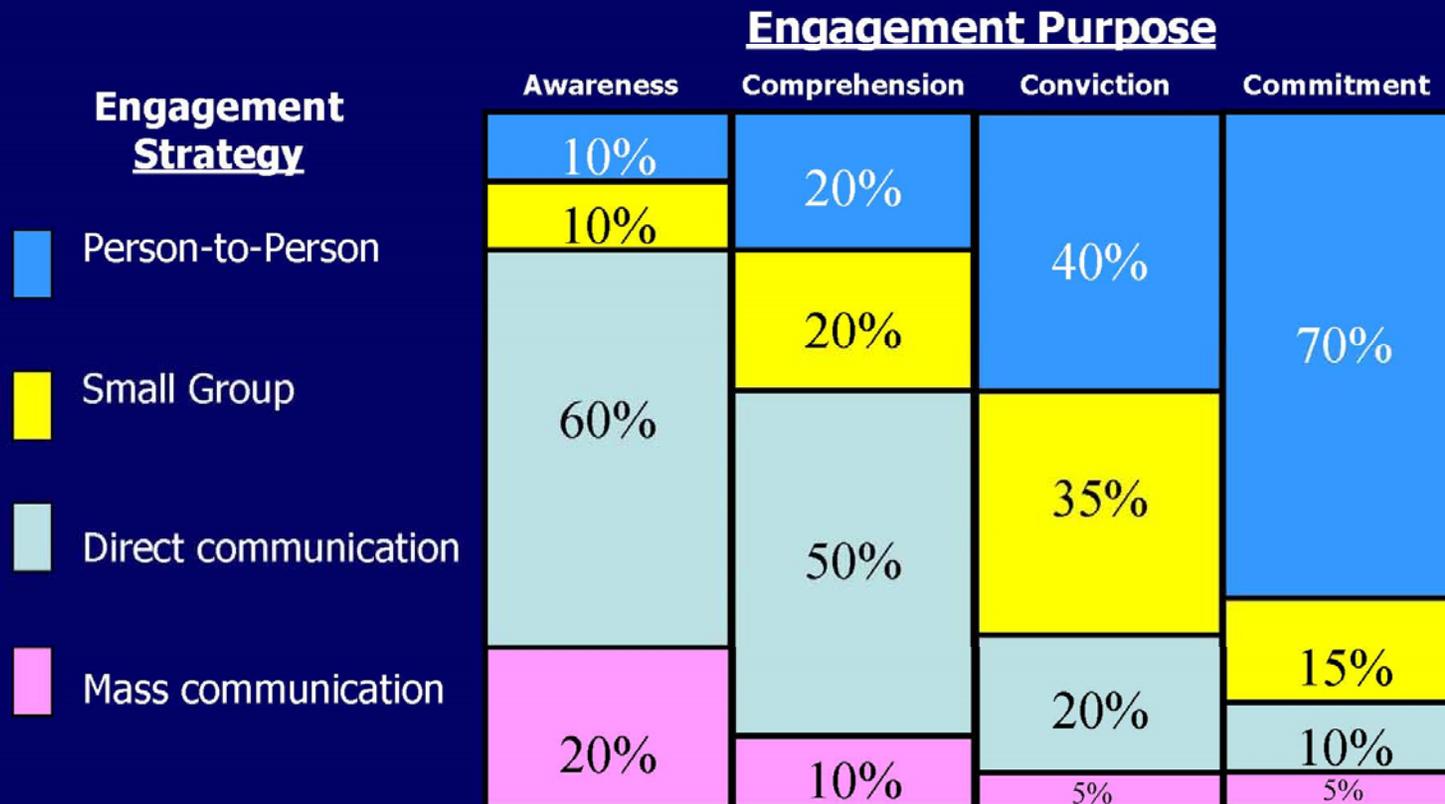
Giving by individuals, bequest, and family foundations amounted to an estimated 87 percent of total giving in 2016.



2016 contributions: \$390.05 billion by type of recipient organization (in billions of dollars – all figures are rounded)



Developing the Appropriate Mix



Tom Huddleston



“How Can I Help?”

- **Find Your “Why”:** For yourself & for your project
 - People give to people... but they give through Boulder to achieve their goals. We have to tell them why that matters and what will change.
- **Be curious:** ask a lot of questions of us and of the alumni, friends and organizational representatives you meet.
- **Include us,** keep us informed
 - We can help identify unexpected paths to bigger gifts
 - *“Prospect Management Protocol”*
 - *Principal Gifts & CFR*



Additional Materials



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Anne Shoup, Boulder Advancement & Principal Gifts:
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Erin Gage, Engineering: Erin.Gage@Colorado.edu

Jason Bouck, Law: Jason.Bouck@Colorado.edu

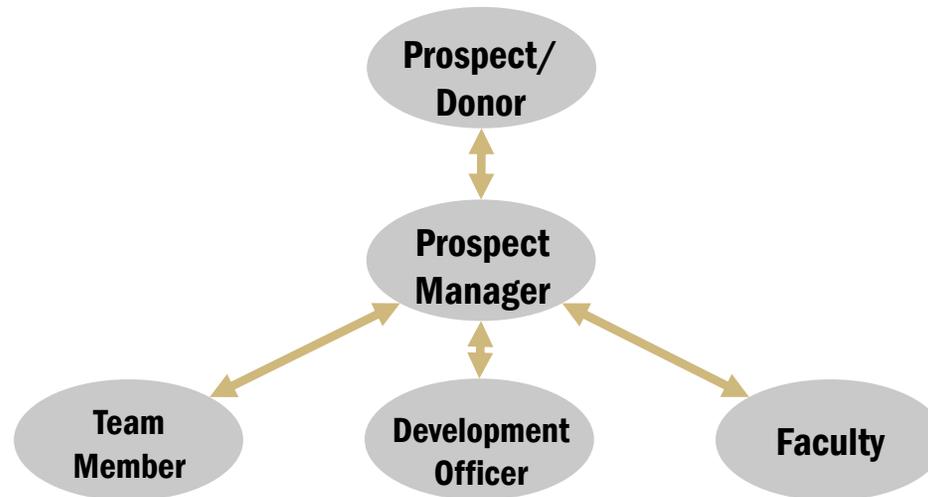
Crowdfunding (Strategic Relations):

Tanida Ruampant

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Prospect Management Protocols



What are the Benefits of having Prospect Management Guidelines?

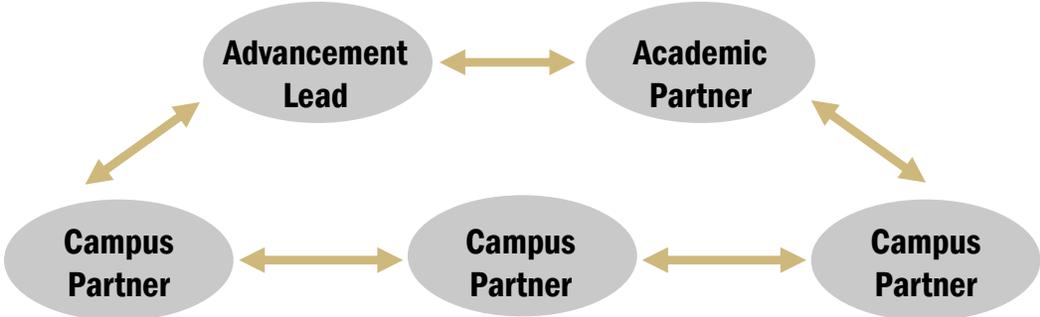
For Development Staff – Ensures that everyone is following consistent guidelines and centralizes important information related to prospect contact and the fundraising cycle. The Prospect Management Guidelines and the Advance database system will help development staff optimize their ability to work collaboratively, identify top prospects, and measure fundraising progress on each active prospect.

For Prospects – Ensures smooth and consistent communication with CU throughout the fundraising cycle, coupled with a focus on their interests and the appropriate match with University priorities. Prospect, and ultimately donor, satisfaction is maximized.

For Leadership – Ensures there is current, accurate information available to assist in making fundraising projections, manage staff, and make informed resource allocation decisions.



Corporation & Foundation Relationship Management Protocols



- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Two-party relationship management dyad: <ul style="list-style-type: none"> • One co-lead likely, but not required from Advancement • One co-lead likely, but not required Academic Partner • Co-Leads responsible for strategy and orchestrating engagement | <ul style="list-style-type: none"> • Not more than three additional Campus Partners on relationship management team: <ul style="list-style-type: none"> • Preserve existing program and partner relationships • Five-person team executes near-term strategy, mines strategy for sequence of engagement and solicitations • Co-Leads and Team members evolve with sequential strategy |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Corporate & Foundation Relations ("CFR") Toolkit:

www.colorado.edu/advancement/corporate-foundation-relations

Webpage provides unit-based contacts for many schools and colleges.



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Sources of Funding

Last updated: 08/22/2019

Type of Agreement	Advancement Through CU Foundation	Advancement and OCG or CU Foundation	Office of Contracts and Grants			
	Gift	Charitable Grant	SPONSORED PROJECTS		Rate-Based Service Agreements	Scope-Based Service Agreements
Definition	<p>Anything of value given to the university by an external party or parties (donor, donor advised funds, corporations, trusts and consortia) who expect nothing of significant value in return, other than potential public acknowledgment of the gift and documented disposition of the gift / program implementation in accordance with the donor's or group's wishes.</p> <ul style="list-style-type: none"> ✓ Donations may support research, faculty, scholarship, equipment, construction, programs and events or other areas ✓ No IP or research restrictions such as export controls, animal or human subjects ✓ Financial and/or progress reports may be required ✓ No federal, state or local government funds 	<p>A financial award from an IRS-recognized charitable foundation, corporate foundation or association governed by specific terms established in a proposal and award letter made in collaboration with CU and the CU Foundation and the grantor for the purpose of research, training, fellowships, purchase of specialized research equipment, programs and events or other areas.</p> <ul style="list-style-type: none"> ✓ Award for furthering knowledge ✓ No negotiations for IP, export or contract clauses ✓ Detailed reporting may be required (financial/non-financial) ✓ No federal, state or local government funds ✓ May require research compliance 	<p>A financial award from an external federal, state or private sector sponsor governed by specific terms and conditions established in a written agreement between the sponsor and CU for the purpose of research, training, fellowships, purchase of specialized research equipment, or clinical trials.</p> <ul style="list-style-type: none"> ✓ Award for furthering knowledge ✓ Terms approved for grants ✓ No negotiations for IP or federal contract clauses ✓ Deliverables and/or detailed reporting required 	<p>A legal document detailing the obligations of two or more parties over the course of a research project. It usually has specific deliverables and milestones to be met and terms dictating how the contracting parties will interact over time. Frequently includes a promise of an exchange of value for potential commercial benefit or profit (e.g., private gain).</p> <ul style="list-style-type: none"> ✓ Award for furthering knowledge ✓ Introduce industry to CU capabilities ✓ Negotiated terms/ conditions that enable research compliance ✓ May have detailed milestones 	<p>Process that enables university personnel to perform testing, analysis training, translation or equipment use for outside entities and then charging them for these services using an established standard approved rate.</p> <ul style="list-style-type: none"> ✓ Used for lab operations, equipment, or student support ✓ Introduce industry to CU capabilities ✓ Rate development process applies 	<p>Process that enables university personnel the ability to perform work for hire, testing, analysis, training, translation or equipment use for outside entities and then charging them for these services based upon a scope of work and a signed university agreement.</p> <ul style="list-style-type: none"> ✓ Used for lab operations, equipment or student support ✓ Introduce industry to CU capabilities expanding sponsored research ✓ Supported by OCG contracts team
Fund Type	34	30 or 34	30/31	30/31	28/29	33
F&A Rates	No gift fees. CU Foundation collects 1-1.9% fee on endowments	Grantor policy determines specific rate or fixed dollar amount.	Generally federally approved rate 54%	Generally federally approved rate 54%	Direct Costs + GAIR (currently 6.8%)	Generally federally approved rate 54%
Questions? Contact...	<p>Jessica Helzer (Advancement) jessica.helzer@colorado.edu</p>	<p>Corporate & Foundation Relations (Advancement) campuscf@colorado.edu</p>	<p>Proposals Your assigned Proposal Analyst</p> <p>Awards ocg@colorado.edu</p>	<p>Proposals Your assigned Proposal Analyst</p> <p>Awards ocg@colorado.edu</p>	<p>Office of Contracts and Grants</p> <p>OCG Service Contracts ocgservicecontracts@colorado.edu</p>	<p>Office of Contracts and Grants</p> <p>OCG Service Contracts ocgservicecontracts@colorado.edu</p>

Reminder: Signing any document without an authorized delegation from the Regents of the University violates Regent Law 3, Policy 2005 and the Code of Conduct. The Office of Contracts and Grants (OCG) is the Authorized Official Representative with the delegation of signature authority for all sponsored projects, including services and research. If someone wants you to sign a document, even if unfunded, please contact OCG. Under Regents of the University Policy 13F the University of Colorado Foundation is the primary portal for acceptance of charitable grants and gifts. If someone wants you to sign a document, please contact Advancement.

The Progression of Giving

	Annual Fund Gift	Major Gift	Ultimate Gift
Purpose	Operational Needs	Buildings, Equipment, and Endowment	Primarily Endowment
Types	Sustaining Gifts	Special and Major Gifts (10 to 25 times Annual Gift)	Generally Once-in-a-lifetime Expressions of Support (1,000 to 2,000 times the Annual Gift)
Characteristics	Frequently Given Frequently Asked For Decision is Rational, Cerebral Decision Made Quickly Decision Can Usually be Made Without Professional Assistance Decision Often Made Without Spouse Approval	Infrequently Given Infrequently Asked For Decision Becomes Emotional, Visceral Stop-and-Think Gift Takes Longer for Decision Nurturing Fundraising Spouse Almost Always Involved	May involve Combination of Giving Methods, Often Deferred. Long Term Relationship Building Decision Becomes Increasingly Emotional Takes Longer and More Study for Decision Receives Professional Input from Others The Consequences of a Poor Decision Become Greater
Strategy	Special Packages Special Projects & Activities Seek Broad Based Support and Peer Involvement Begin Lifelong Relationship Acquire, Renew, Upgrade Little Cultivation Required	Market Institution's Mission & Special Opportunities Focus on Select Audience (Financial) (Capability + Interest + involvement) Foster Strong Personal Relationship Leverage Association of Staff, Partners, Volunteers Prior and Regular Cultivation	Total Commitment to Institution's Mission Estate Planning Service & Special Opportunities Educate Prospects Regarding Planned Giving Vehicles Create Bonding Relationship Leverage Close Relationships of Staff Partners Volunteers Intensive Cultivation
	CULTIVATE ASK	CULTIVATE ASK	CULTIVATE ASK
Methods	Direct Mail Telethon Mass Marketing Special Events Local and Community Programs Personal Solicitation of Prospects Affinity Programs	Personal Solicitation (several Contacts) Special Events (to focus attention and cultivation) Direct Mail (for information, cultivation) Initiation of Stewardship	On-Going Stewardship Personal Solicitation (a number of contacts) Educational Seminars Direct Mail and Topical Newsletters (for information, cultivation) Special Projects and Events for involvement and cultivation.
Recognitions	Giving Clubs Plaques, etc.	Naming Opportunities Lifetime Giving Recognitions Wall "Hall of Fame"	Heritage-type Club Naming Opportunities Lifetime Giving Recognitions.

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