

An aerial photograph of a university campus, featuring a large, multi-story building with a prominent tower and a circular driveway in the foreground. The image is overlaid with a dark blue semi-transparent filter.

Cultivating Donors and Securing Commitments

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Introduction to the Major/Principal Operation

- Unit Development Officers (23)
- Regional Development Officers (8)
- Corporate and Foundation Officers (4)
- Gift and Estate Planning (2)
- Principal Gifts (2)
- Other (2)

Notable Stats

- 4,817 managed prospects
- In FY19, we executed 4123 personal visits
- Over the last 3 years, we've averaged roughly \$75M in commitments each year

The Process

How do we move a donor through the continuum to make a substantial commitment?

DONOR COMMITMENT CONTINUUM

Donor Perspective

	Ignorance	Awareness	Interest	Experience	Participation	Ownership
Description	<p>I may or may not recognize the name of the organization.</p> <p>I am not familiar with what the organization does.</p>	<p>I have heard of the organization.</p> <p>I have a rough idea of what the organization does.</p>	<p>I believe the organization's cause is a good one.</p> <p>I may contribute occasional small gifts relative to my financial capacity.</p>	<p>I have seen/heard/felt the results of the organization's work.</p> <p>I know the people in the organization.</p> <p>I attend the organization's events and activities.</p> <p>I am likely to contribute repeated and/or annual gifts relative to my financial capacity.</p>	<p>I participate in the organization's activities and events.</p> <p>I take on leadership roles when asked.</p> <p>I serve on committees and boards when asked.</p> <p>I feel like part of the organization.</p> <p>If my finances allow, I may contribute major gifts for special projects when asked.</p>	<p>I volunteer to take on leadership roles when I see a need.</p> <p>I continually seek new ways to advance the mission of the organizations.</p> <p>My membership/affiliation with the organization is an important part of who I am.</p> <p>I consider the organization's mission to be my own personal mission.</p> <p>I am likely to make repeated major gifts for special projects when asked.</p>
Donor Deliberations		<p>Do I know what the organization does?</p> <p>Do I agree with what the organization does?</p>	<p>Does this organization share my values?</p> <p>Do I believe in the leadership of the organization?</p>	<p>Do I approve of the methods used to accomplish the mission?</p> <p>Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)?</p> <p>Am I willing and able to give more to this organization?</p>	<p>Are we doing a good job?</p> <p>Are we using the best methods to accomplish the mission?</p> <p>Do I feel valued and valuable?</p>	<p>Am I proud of the job we are doing?</p> <p>Am I getting adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)?</p> <p>Can I make the greatest contribution in this organization?</p> <p>Can I ensure that the organization continues to work after I'm gone?</p> <p>Do I want to leave behind a legacy?</p>

Major gifts (\$50k-999k)

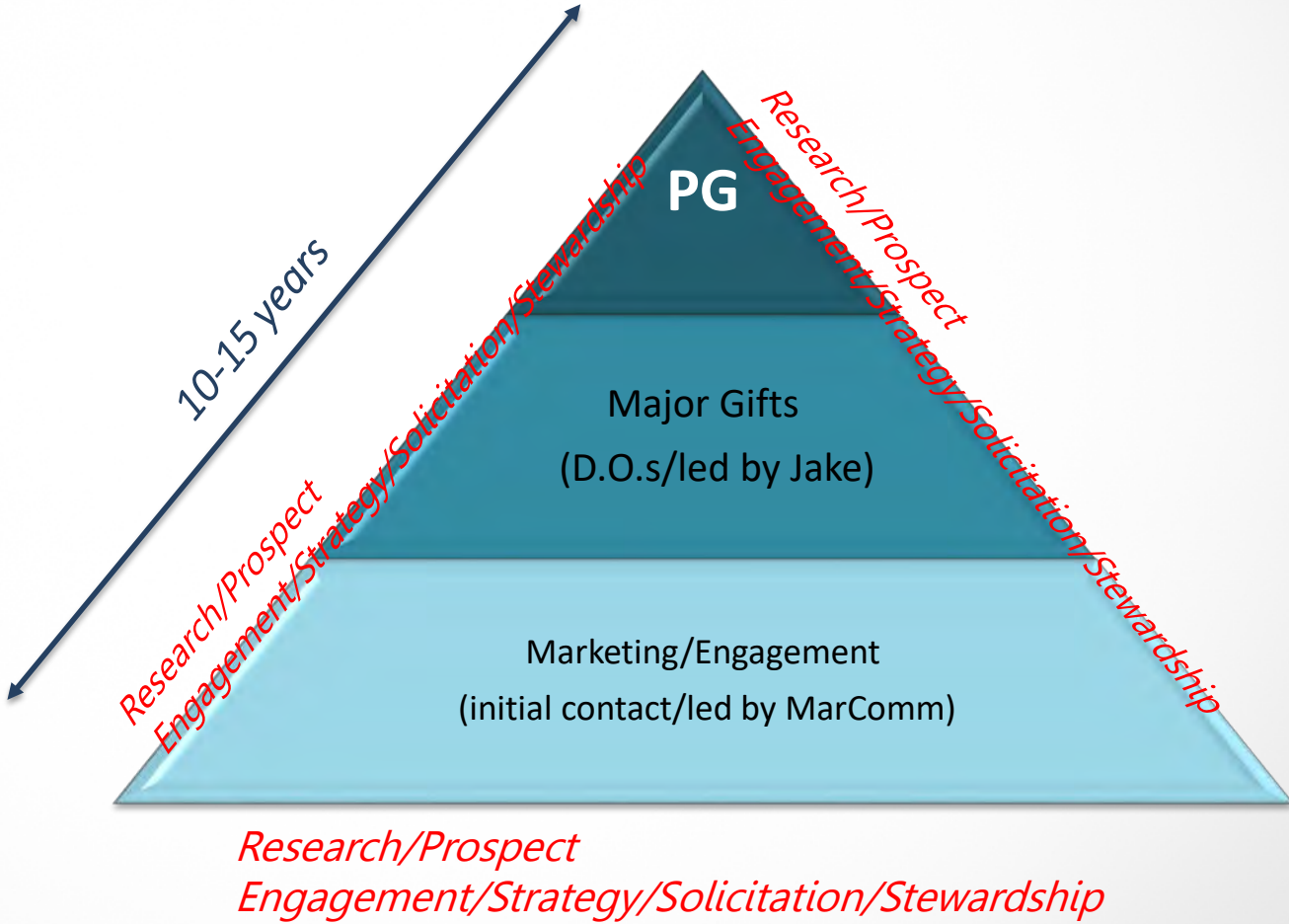
- Usually secured after a series of smaller gifts
- Donors aren't always deeply engaged
- Donor motivation varies widely
 - Impact
 - Obligation
 - Self-promotion
 - Test gift
 - Quid (Benefits)

Corporate Gifts

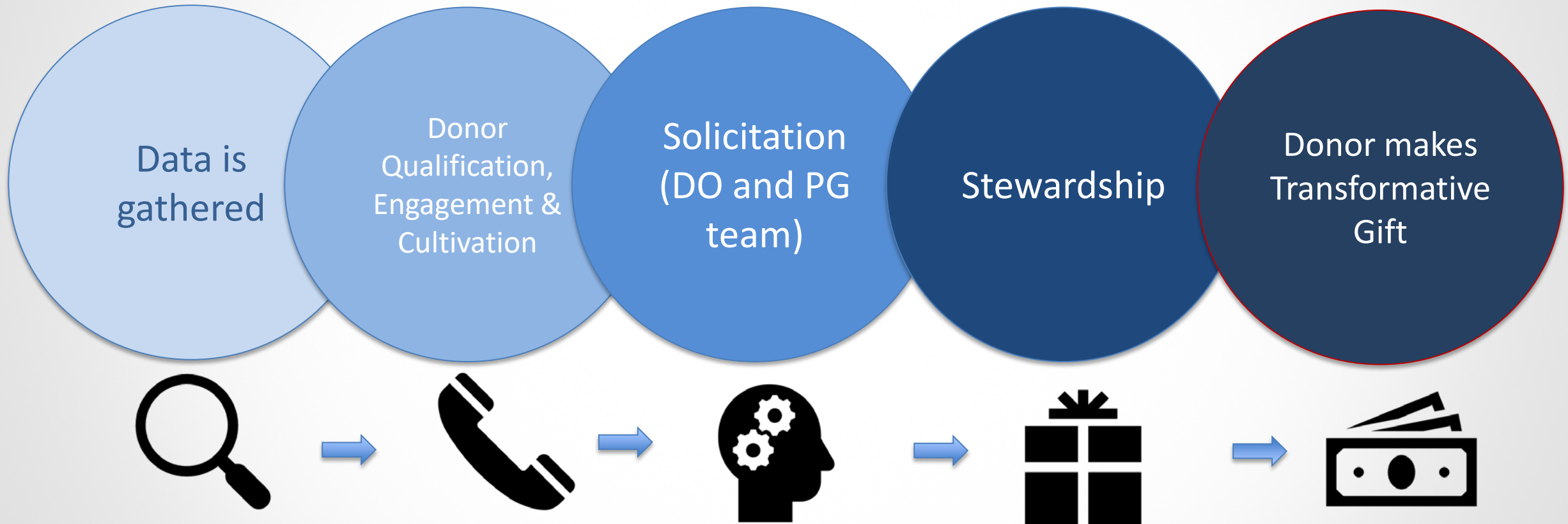
- No longer just about philanthropy
- Usually about filling a corporate need
 - Workforce development
 - Research needs
 - Reputation recovery
 - Corporate and community mission

Principal Gifts

- A Journey
- What does it take to facilitate a PG gift?
- Intentionality
- Duration



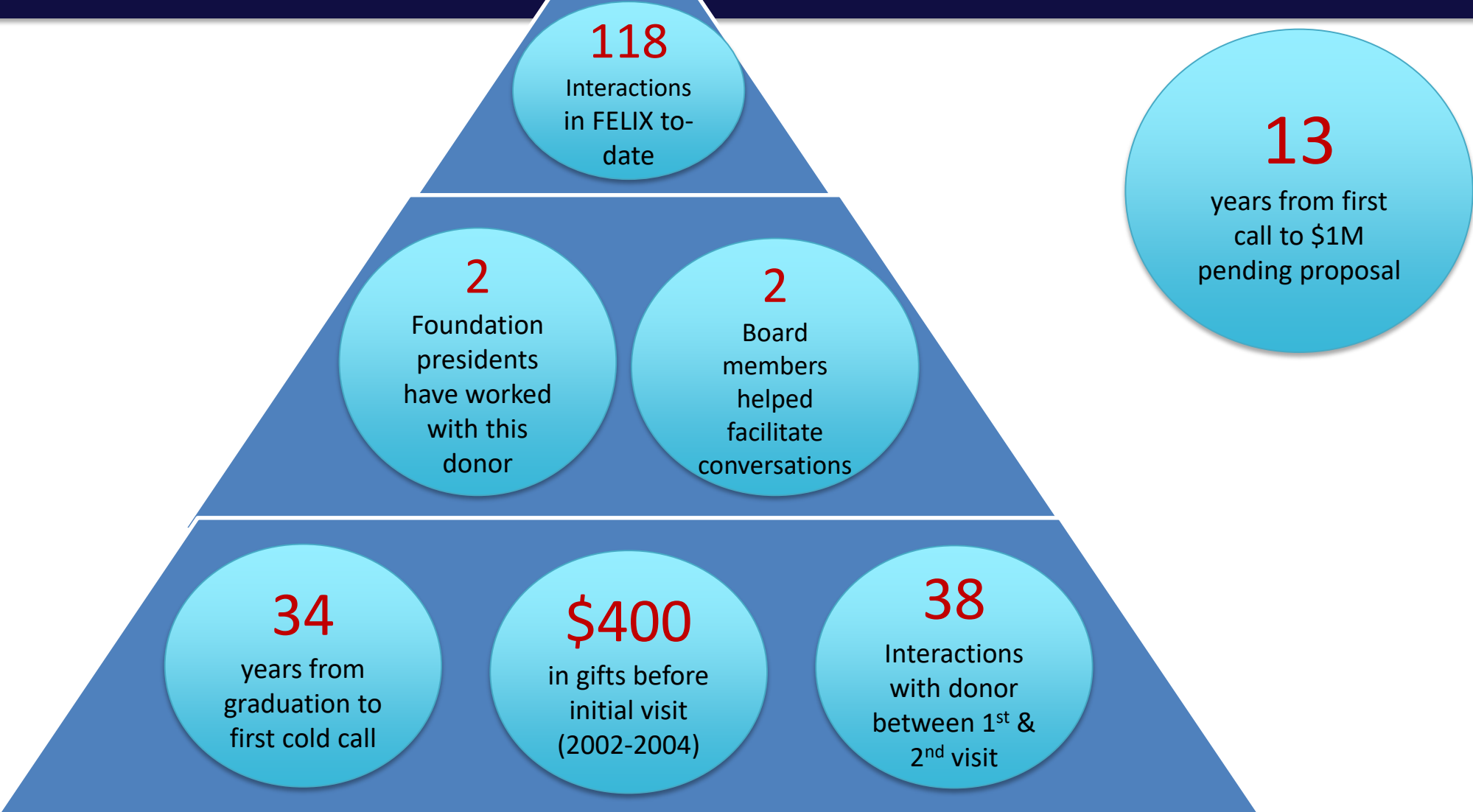
Principal Gift Process



The typical process is 10 – 15 years to realize a PG level gift.

A PG Prospect's Journey. (Donor xxxxx),

Alumni (CLAS 1971)



Research/Prospect

An aerial photograph of a large, multi-story university building with a prominent central tower and a complex roofline. The building is surrounded by a well-maintained courtyard with a winding path and several trees. In the background, other campus buildings and a bridge are visible. The entire image is overlaid with a dark blue tint.

Questions