M.S. in Leadership   College of Professional Studies Granite Division

Fall 2020

Higher Education Philanthropy: What Drives Engagement and Support?

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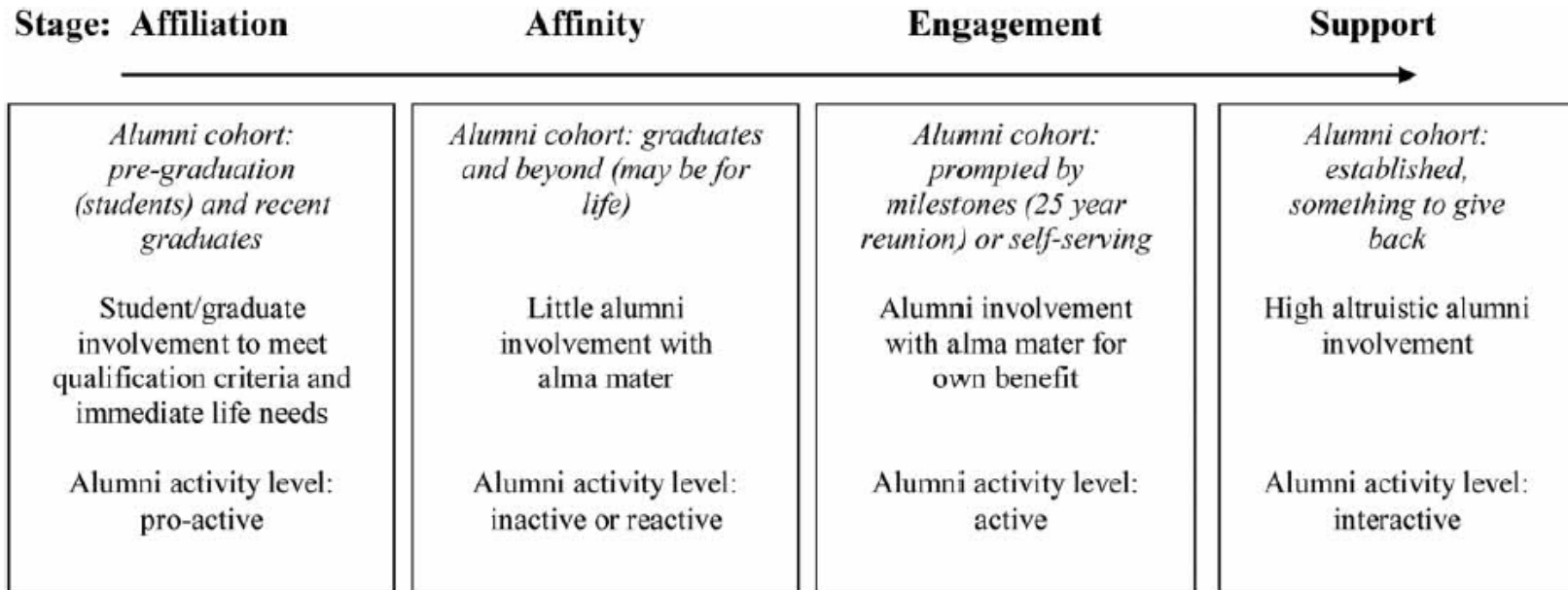
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Importance of Fundraising and Donor Engagement

- **Why fundraise?**
  - State funding cuts
  - Change in donor preferences
  - Restricted vs. unrestricted dollars (Hanover Research, n.d.)

- **How do we engage alumni and donors?**
  - Method
 - Emotion
  - Morality
  - Affinity

Framework

- Qualitative literature review

- Application to public higher education fundraising

Stage: Affiliation	Affinity	Engagement	Support
Alumni cohort: pre-graduation (students) and recent graduates	*Alumni cohort: graduates and beyond (may be for life)*	*Alumni cohort: prompted by milestones (25 year reunion) or self-serving*	*Alumni cohort: established, something to give back*
Student/graduate involvement to meet qualification criteria and immediate life needs	Little alumni involvement with alma mater	Alumni involvement with alma mater for own benefit	High altruistic alumni involvement
Alumni activity level: pro-active	Alumni activity level: inactive or reactive	Alumni activity level: active	Alumni activity level: interactive

*Gallo (2013)

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Key Takeaways

- Power

- Transparency

- Transformational vs. Transactional Leadership

- One-on-one relationships
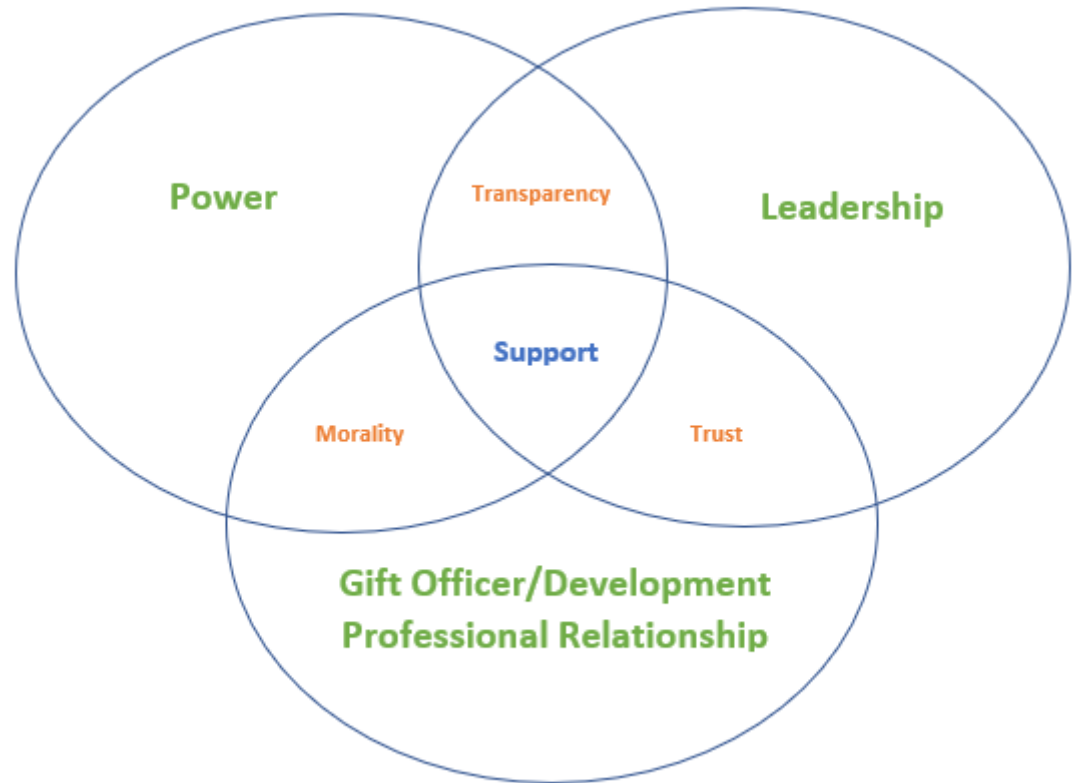
Conclusion

- Limitations

- Future recommendations

- Summary and next steps

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