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Becoming a Louisville Slugger: Academic Fundraising 101

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Becoming a Louisville Slugger: Academic Fundraising 101

ALADN 2019: Louisville, KY
Karlene Noel Jennings, MSIS, PhD, CFRE



Let's talk about Baseball



Our agenda



In this hour, we will:

- Learn Latin
- Scale Pyramids
- Hit for the Cycle
- Borrow Sugar
- Make Bank
- Write Treaties
- Celebrate Victory!

**There will
be prizes!**

***Perhaps not in that order

Let's recap...



Earlier today:

Power of Stories

Academic Libraries

Stewardship

(Say THANK YOU appropriately!)

Plan B

Academic Fundraising



Chronology

- Origins
- Today
- Tomorrow

Size and Scope

- Hierarchical, siloed, and specialized

Libraries

- Central, yet peripheral
- “Frozen in Time” mentality

Let's Learn Latin...



Alumna
Alumnus
Alumnae
Alumni



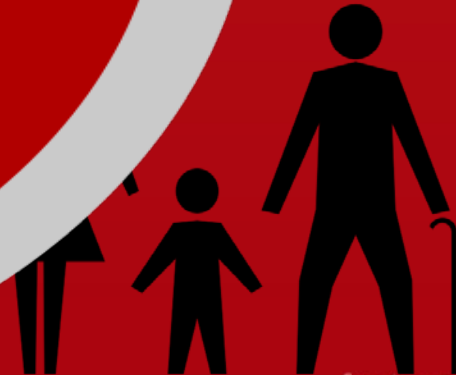
Let's Learn Latin...





**“Every strike
brings me closer
to the next home
run.”**

Babe Ruth



Exercise



- 5 minutes
- You need a pen and a piece of paper
- You will be working independently
- You will be asked to hand in your work
- Have fun!
- Respond to the following prompt:

Exercise



- 5 minutes
- You will be asked to hand in your work
- Have fun!
- Respond to the following prompt:
 - Academic Libraries have no alumni...

Exercise



- 5 minutes
- You will be asked to hand in your work
- Have fun!
- Respond to the following prompt:
 - Academic Libraries have no alumni...
- Practice your response with the person to your left.
- Hand in your work please!

To ponder:



“Never allow the fear of striking out keep you from playing the game!” (Babe Ruth)

Babe Ruth Struck Out 1330 times!!!

Things you may hear:



Planned Giving/Gift Planning

Beneficiary/Estate Plan/Retirement Asset

Annual v. Special v. Major v. Principal

Cash v. Pledge v. Endowment

Spend v. Payout v. Budget

MOU v. MOA

Concept Papers v. Proposals v. Gift Agreements

Contact Reports v. Visit Summary

Things you may hear (Part 2):



Donor Pyramid

80-20

90-10

95-5

Top 10

Solicitation Cycle

Cultivation Cycle

Donor Cycle



MY PROSPECT

MY PROJECT

MY DONOR

NOW strike these phrases from
your vocabulary



⊘ MY PROSPECT

⊘ MY PROJECT

⊘ MY DONOR



Borrowing Sugar

- Partner
- Attend
- Read
- Listen
- Be Mentored
- Engage
- Question
- Learn

“There are three types of baseball players: Those who make it happen, those who watch it happen, and those who wonder what happens.” – Tommy Lasorda

Let's talk about "Gifts"



Not all gifts are created equal

Let's talk about "Gifts"



ASK

SPEND

ASK

SPEND

ASK

SPEND

ASK

SPEND

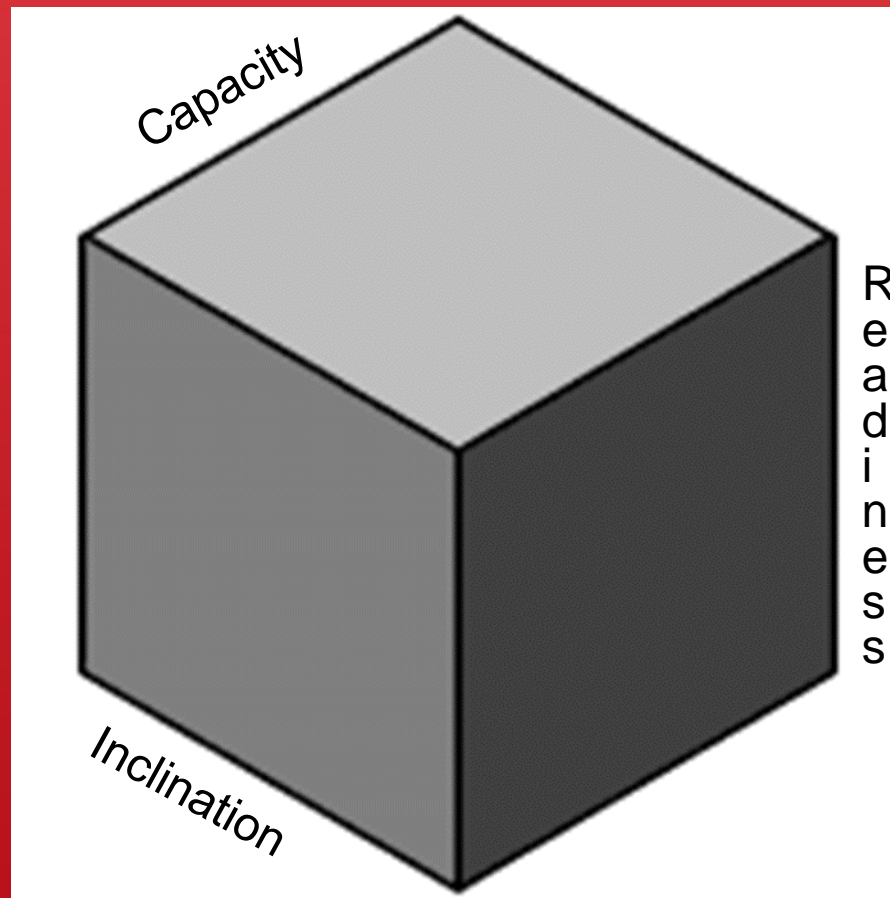
ASK

SPEND

ASK

SPEND

Cube



Treaty of Louisville



- Take a few minutes to work with two others.
- You are writing an agreement about what you will do once you leave the conference.
- You will check in with each other at 30 days.
- It can be small; it can be big; pick between 1-3 items each.

Lots of Resources



- CASE
- AFP
- Academic Impressions
- I recommend Penelope Burk's *Donor Centered Fundraising*
- ARL Spec Kits
- *Chronicle of Philanthropy*

What have you learned?

