Fundraising 101

Friday, June 6, 2014
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Agenda

• Annual Giving at CMU
• Fundraising Fundamentals
• Volunteering
Annual Giving at CMU: Types of Gifts

- Major Gifts
- Annual Gifts
- Planned Gifts
CMU’s Annual Giving Audience Model

- Greater Segmentation
- More Relevant Messaging
- Increased Opportunities for Volunteer Engagement
- Ease of Analysis/Finding “Pockets of Opportunity”
- Improved Fundraising Results
Fundraising Fundamentals: Basic Fundraising Terminology

- University’s Fiscal Year
- Current, LYBUNT, SYBUNT, Lapsed, Never
- First-Time vs. Renewed vs. Consecutive Donor
- Cash vs. Commitment/Gift vs. Pledge Payment
- Matching Gift
- Expendable vs. Endowed Funds
- Unrestricted vs. Designated Funds
- Gift Designation
- Prospect
- Donor Type/Category
Fundraising Fundamentals: Ways to Give

- Mail
- Phone
- Online
- Stock/Securities
- Planned Gifts
Volunteer Fundraiser Defined

Peer Advocate
- Be a Cheerleader for CMU
- Build Strategic Relationships on Behalf of CMU

Informed Steward
- Demonstrate Impact of Philanthropy
- Show Appreciation and Gratitude for Support

Personal Solicitor
- Build Trust and Personal Connection
- Lead by Example
- Invite Peers to Join You in Financially Supporting CMU