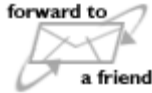




First Things First



April 5, 2018
www.fundraisingcounsel.com



from the roving desk of
Arthur Criscillis | Managing Partner

4 Keys to Driving Bigger Gifts

I am always interested in seeing the results of the **US Trust Study of High Net Worth Philanthropy** and, more specifically, the reasons those being surveyed cite for making a gift.

The top four reasons:

1. Belief in the mission of the organization.
2. Belief my gift can make a difference.
3. Personal satisfaction, and
4. Giving to the same organization each year.

All of these reasons point to the a few key points.

First, your organization must have as its focus an area that resonates with the donor. For higher education, that may seem obvious. However, there are nuances to be found. Yes, we educate. Service and research are also key elements for many, as is a key role as an economic driver. Others also serve as cultural centers for their community or region. While determining the mission is outside of your control, it is within our control to ensure that it is articulated and fully illustrated so that it can be understood. It is also within our control to help articulate the distinctiveness of the mission and why it is important. Finally, with so many components, colleges and universities must also be sure to show how each relates to and serves the grander mission. Communication, here, is key.

It is incumbent to determine, define and detail how a gift makes a difference-what is the impact? This presupposes that, working with academic and administrative leadership, funding opportunities have been developed. We have a special role in ensuring that we help to define the "so what" for each of those opportunities.

[But there's more....](#)

You Can Help Donors Deal With Wall Street's Wild Ride

Stock market volatility is relatively commonplace, but after the great recession, everyone is on edge. When philanthropic donors feel the heat of a shifting market, fundraisers must intervene. President and CEO, **David King**, shares how fundraisers can help quell the fears of donors in a new article for *The Chronicle of Philanthropy*.



How Fundraisers Can Help Donors Deal With Wall Street's Wild Ride

A healthy 'correction' or the start of the next economic downturn? While we wait to see what February's stock-market volatility means, experts offer advice for...

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There is no "one size fits all solution"
for colleges and universities affected
by the new tax law.

We are here to help.

Alexander Haas
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What defines a successful board? How do institutions determine what matters most on their campus grounds? **Rick Legon**, President of the **Association of Governing Boards of Universities and Colleges** joins Alexander Haas President and CEO, **David King** to discuss higher ed and current issues impacting students on this edition of Futures in Fundraising!



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