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Robert Burdenski Annual Giving

Bob's Latest Annual Giving Departures

June/July 2004

We'll be on hand for the CASE International Assembly in San Diego on July 10th, and be sure to stop by the CASE Books booth where we'll be offering a preview of the next CASE annual giving book, International Innovations in Annual Giving. This special preview session is at the books booth on Monday at 10:15 a.m.

It's a busy month for other conferences as well, with appearances at the Sharing the Annual Fund Fundamentals (STAFF) conference at Union College (NY), the 19th annual Parents Fundraising Conference at the University of St. Thomas (MN), the Independent Colleges Foundation of Nebraska, and the Ruffalo CODY Users Group Conference in Chicago. For a full list of speaking engagements, see the link at the bottom of this update. While you're enjoying your brief break between fiscal years, come on out and say hello!

Spider-Man Is For Wimps: Meet Annual Fund Man



We've got superheroes on our mind, with the release of Spider-Man 2 this past week. It also brings to mind one of the most unusual and creative annual giving appeals we've seen in recent memory - The Adventures of Annual Fund Man.

The appeal is a full-size comic book, and also introduces Annual Fund Man's superhero pals "Matching Gift Girl" and "TellaFella." Over twelve highly-illustrated pages, the comic book makes the case for annual gift support, alumni participation, and other good causes in the fight against evil.

Great Caesar's Ghost! - The appeal was a hit, particularly with younger audiences. It's one of the reasons FSU has tripled its unrestricted gift income over the past nine years.

But (Holy style guidelines, Batman!), is it appropriate for your institution? You be the judge - At the very least, it's a nice sample to have in your utility belt.

[Download the Annual Giving Man comic book here...](#)

Survey Finds A Bush Or Kerry Commencement Speech May Cause A Decrease In Alumni Contributions



A new survey of American college graduates finds that luring either of this year's most coveted of commencement speakers, President

The Latest Departures:

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George Bush or Senator John Kerry, would be no prize for those in university development offices.

The survey of 669 college graduates, released today by Opinion Dynamics Corporation, found that 35 percent of graduates are less likely to make a contribution to their college or university if President Bush speaks at their commencement, while 14 percent of graduates would be more likely to make a contribution. Similarly, 31 percent of graduates would be less likely to make a contribution to their alma mater if Senator Kerry was the commencement speaker, and 13 percent would be more likely to make an alumni gift.

"The U.S. political climate is so polarized that one out of every three college grads are telling us they are likely to withhold alumni support if either presidential candidate is a commencement speaker," says James Murphy, chief executive officer of Opinion Dynamics. "Political campaigns and development campaigns don't mix. High-profile politics appears to hold a significant downside when it comes to higher education."

The Opinion Dynamics survey, entitled "Understanding and Increasing Alumni Giving," is available in white paper form at <http://www.opiniondynamics.com/alumni.pdf>. The firm independently polled 669 college graduates nationwide in late April and early May.

[Download the Opinion Dynamics survey white paper here.](#) »

Yale Class of '54 Makes \$110 Million Class Gift



Alumni from Yale's class of 1954 are giving the school \$110 million they amassed through two decades of investing what began as \$75,000 in seed money. They planned to give the proceeds to Yale at their 50th class reunion.

"Savvy money management is taken for granted by most graduates of universities today, but it is a relatively new phenomenon," Gilder told The New York Times. "Yale does a great job of managing the endowment now, but back then its investment performance was pretty lousy."

About 40 members of the class contributed \$75,000 in seed money in 1981 for the fund, called the 54/50 Fund. At the 30th class reunion, 31 other alumni gave the fund about \$300,000.

The fund grew at a 37 percent compound annual rate of return. Donald K. Clifford Jr. said his original \$5,000 donation is now worth more than \$2.5 million. "We put in next to nothing and came out with millions," Clifford said.

[Read the full text of this Associated Press article here...](#) »

Thousands Don Orange And Black For Princeton P-rade



For an outsider, Princeton University's Reunion Weekend and P-rade can be pretty daunting. Case in point: Arnold Degarcia, who took the train from New York City Saturday to take part in the fifth Princeton reunion of his girlfriend, Amy Cannistra. A graduate of Boston

College, Mr. Degarcia had heard of the Princeton reunions by reputation. "A (Boston College) football game is a pretty intense experience," Mr. Degarcia said. "I've heard this is three days of it. ... This is a little scary."

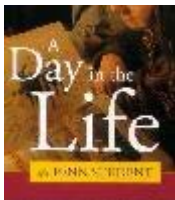
Mr. Degarcia joined as many as 19,000 alumni, their guests and family at this year's Reunions Weekend, a number swelled by the perfect weather on Saturday for the P-rade through campus. Reunions Weekend attracted some political heavy-hitters this year. Secretary of Defense Donald Rumsfeld attended Friday's activities for his 50th reunion. Senate Majority Leader William Frist (R-Tenn.) carried the P-rade banner for his class on its 30th reunion.

The alumni gathered under a cloudless sky and temperatures in the upper 60s Saturday. The cicadas proved to be no match for the string bands, fife-and-drum corps and bagpipers. The alumni used skateboards, unicycles and a steam calliope to complete the route from FitzRandolph Gate to Poe Field. For Nick Angell, who graduated in 1954, the most noticeable difference since he graduated was the campus itself. "It's all built up, compared to when we were here," said Mr. Angell, who attends reunions every 10 years. His classmate, Steve O'Neill, said returning for reunions makes him feel younger. "Our class is amazingly well preserved," he said.

Linwood Davis returned for his 10th reunion with his wife, Ceci. "We come back pretty regular," said Mr. Davis, who hails from Raleigh, N.C. His father and three sisters are Princeton alumni. "It's great here because everyone here is so successful and everyone is so friendly," Mr. Davis said. Mr. Davis' wife, who graduated from the University of Pennsylvania and Columbia, enjoyed the scenery. "It's so beautiful here," Ms. Davis said. Carol Wall, who works in the university's Annual Giving Office, one of some 80 parade marshals, said Saturday the Alumni Council expects attendance would top the 18,000 from the past two years. "We had a meeting. ... With the weather, they're predicting 19,000," said Ms. Wall, a parade marshal for the past eight years. Once again the oldest returning alum was Leonard Ernst, 99, who beat out Malcolm Warnock by three months. Both graduated in 1925. "Only once a year you see Nassau Hall like this," Mr. Ernst said.

[Read the full text of this Princeton Packet article here... »](#)

The Penn Fund Celebrates "A Day In The Life" Of The Campus



Here's another good example about how the case for "unrestricted" gift support does not have to be all about the light bill and asphalt. The Penn Fund has produced an appeal brochure that talks hour-by-hour about a "typical" day at Penn.

From a student studying in a research lab, to the student fellowship applications office, to a food court and even the student calling center, the Penn Fund points out how gifts help to make many great things possible at Penn.

[Download a copy of the Penn Fund's "Day in the Life" appeal here... »](#)

Probation Doesn't Slow Auburn Giving



Private donations are up at Auburn University, despite months of negative news coverage.

Auburn was put on one year's probation in December by the accrediting agency SACS. Yet campus officials say private contributions jumped 40 percent in the first quarter of this year, compared with 2003. That's a total of \$13.6 million in donations.

Despite grumblings by Auburn's alumni association, giving by grads increased 53 percent in the first half of the university's fiscal year. Campus record put the six-month total at \$12.7 million.

British Survey Finds Direct Mail Most "Annoying" Form of Fundraising



Five times as many people get annoyed but charity junk mail as by face-to-face fundraisers, according to a new survey into what winds people up about charity. The results suggest that any concerted effort to 'fix' face-to-face fundraising would be leaving a large source of public irritation with fundraising untouched.

The research - carried out by the Future Foundation's nfpSynergy think tank - discovered that 61 per cent of a representative sample of 984 people found charity direct mail "off-putting, irritating or concerning." The next most disliked fundraising technique was telephone fundraising, with 43 per cent of respondents expressing their displeasure. However, just 12 per cent of people objected to "fundraising on the street" - the report says it decided not to refer it as "chugging" because that would have biased the results. Of fundraising techniques, only collection envelopes had fewer detractors. Even the category "collector's persistence" only scored 23 per cent.

"I think the levels of aggravation were surprisingly high for dm and telephones," the report's author Joe Saxton said. "Given the relative angst in sector minds and media about street fundraising, it would be easy to have guessed that it would have been the other way round; but fundraising on the street does not appear to be a source for concern of that many people. "What it does show is that it's the old basics that continue to irritate because they are more widespread, and we have seen a rise in door drops in the last decade which are a lot less discriminating. Considering that most successful techniques do irritate people, face-to-face is doing particularly well with its low levels of concern compared to other mechanisms."

However, he said face-to-face may be a "very deep source of aggravation" for those who are annoyed by it. But he added that this theory was "only speculation". Saxton said the research shows that, despite the media focusing on face-to-face fundraising, "people's concern and irritations are far broader than a single fundraising technique".

[Read the full text of this Professional Fundraising article here... »](#)

Web Conference Offerings Continue to Grow



More than 100 people participated in the first FundList web conference on June 23, 2004. The program featured "40

Favorites From FundList" and was led by Bob Burdenski, Jeff Driggs from the University of Utah, and Nancy Brown from the Winona Health Foundation.

In April, CASE's online speaker series featured Bob Burdenski and the Innovations in Annual Giving book. A special audio CD Rom of the presentation is available at the CASE web site.

Watch for more CASE and FundList annual giving web events in the months ahead.

[Order the CASE Innovations in Annual Giving web conference CD Rom here... »](#)

Annual Fund Counsel That Fits Just Right



Robert Burdenski Annual Giving is able to offer a combination of resources that bring you the best and brightest annual giving program ideas - now from around the world!

Through a combination of on-site visits, one-to-one client/consultant web meetings, and periodic web event best practice conferences, we can custom- design a year-round support package that will keep your annual fund productive and cost effective.

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