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Robert Burdenski Annual Giving

Bob Burdenski's Annual Giving Update

November 2003

Happy Holidays, and best wishes for annual giving success in the coming calendar year end and beyond. We've ventured out on our own in the consulting world, and over the past few months we've had ample reason to give thanks. There are new clients, new books, new speaking engagements and lots of new annual giving ideas being generated all over the country (and even, the world).

Many Irons In The Fire

Our lengthy-titled CASE book, *Innovations in Annual Giving...* has become a CASE best seller, and is a hot session topic at CASE district conferences as well. We'll be presenting at CASE 5 with three of our favorite chapters from the book "live and in person": Kris Meyer from the University of Michigan, Anne Remington from the University of Iowa, and Gordon Dowell from Kansas State University.

There's more where that book came from, too. We're off to London in December to finish plans for a follow-up CASE book, featuring "innovations in annual giving" at ten international schools. Schools overseas may be late into the annual giving game, but they're catching up fast.

We're going to enter a new multimedia dimension this spring, when CASE will feature the first *Innovations* book as a part of its on-line speaker series. (Imagine listening to Bob without actually having to look at him...). Watch for details on the Robert Burdenski Annual Giving web site or at www.case.org.

Lastly, it's two years and counting that we've been serving as the moderator of FundList. If you're not familiar, FundList is an on-line virtual coffetable where annual giving professionals share ideas, samples, questions and frustrations with each other around the clock via email. It keeps us plugged into what's going on, and there's room for you, too. More info below or at www.fundlist.info.

New U of Arizona Student Foundation Will Distribute Gifts

Now that Campaign Arizona has reached its \$1 billion goal, university officials want students to jump on the fund-raising bandwagon. UA officials announced that they will establish a Student Foundation to get students to invest in the university.

The program is different from most student development or senior gift programs because of the students' ability to actually award funds. The UA Student Foundation will be responsible for awarding grants and scholarships and initiating funding projects that will enhance the educational experience at the UA. Coordinators are looking for a core group of 10 students to help create and execute the organization next semester. Applicants must be able to commit up

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to 15 hours per month and maintain a 3.7 GPA.

The foundation will ask students to donate and solicit private donors. The money collected will go to an endowment for philanthropic endeavors.

[Read more about this story... »](#)

U.S. Alumni Giving Declines For the First Time in 15 Years



Historically the biggest share of private contributions to education, alumni donations fell 13.6%, or about \$1 billion in 2002. Alumni support, which totaled \$5.8 billion, or 24.7% of all private giving in 2002, was surpassed for the first time in 25 years by foundation support. It represented 26.4% of last year's private contributions, or \$6.3 billion.

The survey, which has tracked voluntary annual giving to higher education for more than 50 years, was released by California-based non-profit RAND Council for Aid to Education.

[Read more about this story... »](#)

Schools And Charities Have Free Access To Do-Not-Call List



While schools and charities are exempt from the national do-not-call registry regulations, that's not always clear in the minds of alumni and prospects.

A number of organizations are seeking to remove "do not call" prospects from their calling pool -- or are at least interested in knowing who they are. The national do-not-call registry makes its subscriber list available to schools and charities free of charge.

This year, the less your phonathon sounds like a telemarketing program the better. Now is the time to emphasize the relationship your prospects have with your organization. If you sound like the kind of telemarketing that registry subscribers sought to avoid, you'll be grouped with them whether you're officially "exempted" or not.

[For more information about the Do Not Call Registry list... »](#)

Smith College's Ginnie Glover Society Celebrates Donor Loyalty



In July, Bob was a keynote speaker at the annual Sharing the Annual Fund Fundamentals (STAFF) Conference, hosted by Union College. The STAFF group includes 40 of the top private colleges in the U.S. - and some of the very best annual giving programs anywhere.

One of Bob's favorite examples from the conference was the Ginnie Glover Society used for donor recognition at Smith College. The society is named after a Smith alumna who made annual gifts to the college for 56 consecutive years. Though not known for large gifts over the years, Ms. Glover's loyalty was nonetheless a profound statement of her support of Smith College.

In tribute to Ginnie Glover and her loyalty, the college established the Ginnie Glover Society to recognize annual giving donor loyalty by Smith alumnae.

Remember - an institution creates and reinforces its own giving culture.

[Download an excerpt from the Ginnie Glover Society brochure here... »](#)

Subscribe To Fundlist And Join The Discussion

FundList has existed for ten years and is the largest email listserv for fundraisers in the world. Subscribing is easy, and message postings are now completely spam-free!

FundList subscribers additionally enjoy access to the FundList Briefcase - an on-line repository of direct mail pieces, telemarketing scripts, program plans, and hundreds of other samples shared by dozens of institutions.

[Learn more about FundList here... »](#)

Welcome New Clients and Projects

We're very pleased to be working with our latest list of new clients and projects: Barnard College, Colorado College, St. Olaf College, Doane College, Stanford Business School, Target Analysis Group, and the University of Dayton

Catch Bob at Upcoming Conferences



Here's an up-to-date list of Bob's upcoming speaking engagements. In addition to these dates, Bob will be featured as a part of the CASE on-line speakers series this spring, time and dates TBA.

December 15, 2003 - CASE 5 District Conference at the Sheraton Towers in Chicago, IL - Innovations in Annual Giving

February 8, 2004 - CASE 2 District Conference in Philadelphia, PA - Innovations in Annual Giving

July 19, 2004 - Sharing the Annual Fund Fundamentals (STAFF) Conference at Union College (Members Only) - Reactivating Lapsed Donors

[Add Bob to YOUR conference agenda... »](#)

"Innovations In Annual Giving" Available At the Case Web Site

Annual giving is the foundation of most successful fund-raising programs, yet many institutions don't have a strategy in place for turning "interested bystanders" into "impassioned philanthropists" and instead rely on anecdote rather than data to make important decisions. A new book published by the Council for Advancement and Support of Education, *Innovations in Annual Giving: Ten Departures that Worked*, profiles 10 annual giving programs that consistently gain first-time donors, cultivate loyalty, and persuade existing donors to increase their gifts over time.

"An institution inspires feelings of affinity in its donors, teaches a philanthropic

culture, and instills a progressively loyal and generous giving habit," says the author, Robert A. Burdenski.

Burdenski focuses on annual giving programs at the Universities of Iowa, Rochester, Michigan, California at Berkeley, and Southern California; Kansas State, Stanford, and Carnegie Mellon Universities; Reed College; and Phillips Exeter Academy. The programs were chosen because they all have been successful and have characteristics that can be modeled by other institutions.

[Order the new book here...](#) »

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