

Fundamentals of Fundraising

**Georgia
Tech** 
CREATING THE NEXT



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Meet Your Presenter



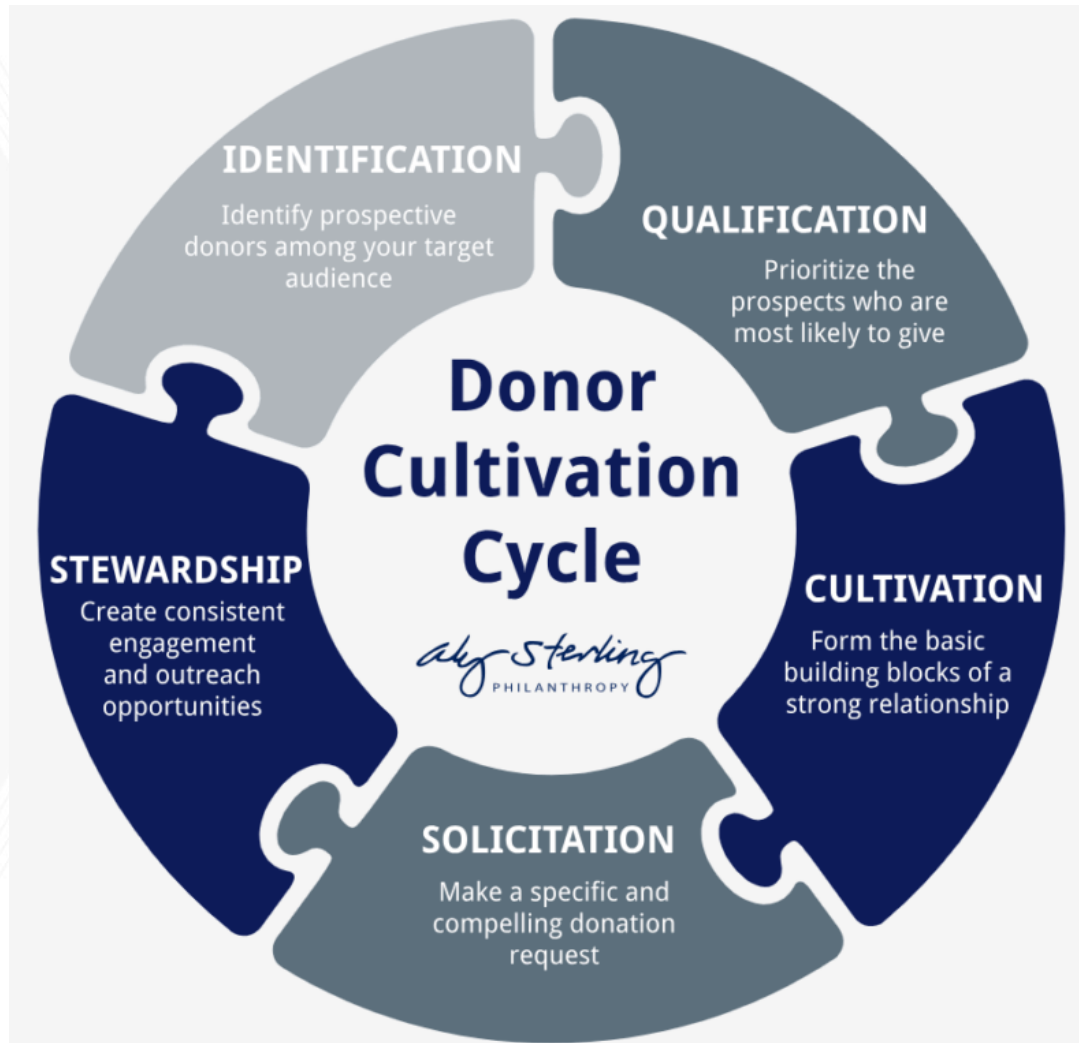
Emily Wong (and Buzz!)

**Senior Director of Development,
Student Experience**

At the End of Our Time Together, You Will Be Able To:

- Define key fundraising terms and their context in fundraising.
- Understand the steps in the donor cycle and distinct types of gifts and giving vehicles.
- Differentiate between the role of the DO and library leadership in development work.
- Have 2-3 tips to get started fundraising for the Library.

Fundraising Basics



Fundraising Basics

**Our job is to move donors up over time!*



Types of Gifts

*What are the different **types of gifts and funds?***

- **Endowed Gifts** - Funds for Investment & Perpetuity
- **Unrestricted Funds** – Funds used for area of greatest need
- **Expendable Gifts** - Funds for Immediate Impact
- **Planned Gifts** - Funds for Future Growth
- **Named Gifts** – Classrooms, Reading Rooms, Buildings!
- **Transformational Gifts** - Funds for BIG CHANGE!



*What are **NAMING Opportunities?***

- Naming offices, classrooms, meeting rooms, lounges, studios, and event spaces
- Archives Collection & Preservation, Digital Cloud, and Special Exhibits
- Naming Faculty Chairs and Deanship

What is an Endowment?

[in-'dau-meənt]



An **endowment** is a donation of money or property to a nonprofit organization, which uses the resulting investment income for a specific purpose in perpetuity.

For example, a \$100,000 endowment receives an average annual allocation of \$4,000.

**What is the minimum endowment level at your institution?*

Let's Talk Through the Donor Cycle – Identification/Qualification



- Work with your research/prospect management team to find prospective donors to the library.
- Meet with fundraisers throughout your institution to tell them about the programs in the library and ask them to help you identify alumni in their portfolio who want to learn more.
- Is your program new/young? Email all donors of any level to thank them and ask for a meeting.
- Do you have a robust list of former student workers? Ask for meetings with this group, who understands the impact of the library.
- Faculty and staff are also potential collections and planned giving donors.
- Your \$10 a month annual donor is an excellent prospect for a planned gift – go visit them!

Let's Talk Through the Donor Cycle - Cultivation

- Ask your prospective donor *how* they'd like to be engaged – don't assume!
- Understand the events and programming happening throughout the year and match prospective donors with events that will be of interest – personally invite your prospects and make sure you are there to host them if they attend.
- Use leadership thoughtfully during cultivation to move giving conversations forward – a special greeting at an event, a library tour, a meeting once priorities are established.



Let's Talk Through the Donor Cycle - Solicitation

- You've gotten to know your donor – don't change your approach now! If they are less formal, verbally solicit and follow up with a short proposal or vis versa, if more data orientated.
- Understand how leadership likes to be involved in a solicitation – does a proposal come from their email? Do they like to attend a proposal meeting? Do they want to be the first person to thank a donor once the gift closes?



- Work with leadership to understand their priorities and then ensure the ask is clear and specific.
- Ask about follow-up - "Would you like me to check in next week after you've had a chance to review the proposal?"

Let's Talk Through the Donor Cycle - Stewardship

- Thank donors personally and promptly – consider who else should extend gratitude – Students? Campus leaders? A social media post or article about the impact of their gift?
- Never underestimate the power of a phone call, especially for someone who made a first gift.
- How else do we highlight the impact of donor giving in six months? A year?
- Invite continued and genuine engagement for donors of all levels.



Fundraising is a Partnership: Clear Roles, Shared Goal

Development's Role

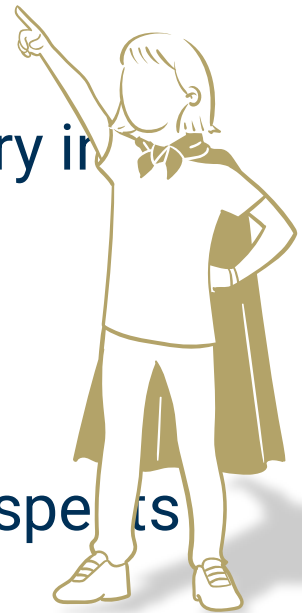
- Identify, qualify, and build relationships with prospective donors
- Meet with donors and listen for their interests, motivations, and philanthropic priorities
- Translate donor interests into potential funding opportunities
- Guide conversations toward appropriate giving opportunities and next steps
- Manage donor strategy, timing, and follow up
- Prepare and support colleagues throughout donor interactions
- Handle gift structure, solicitation strategy, and coordination with central development
- Serve as the primary point of contact for donors before, during, and after ask.

Leadership's Role

- Identify to Development your current priorities, needs, and aspirations that could be supported philanthropically
- Clearly articulate what the Library does and who it impacts in plain, non-technical language
- Be able to deliver a brief elevator speech about your mission and impact
- Explain what makes the library distinctive within your institution and higher education
- Share real examples of student impact, faculty work, or program outcomes
- Participate in donor meetings, campus visits, and internal preparation.
- Follow through on agreed upon next steps related to donor engagement or stewardship

The Role of the Development Officer

- Raise major gifts for initiatives specific to the Library in alignment with institutional priorities
- Collaborates with dean, school chairs & directors
- Manages relationships with Library donors and prospects
- Collaborates with Gift Planning to identify prospects
- Collaborates with Corporate and/or Foundation Relations colleagues to direct revenue to the Library
- Manage stewardship of major donors to the Library



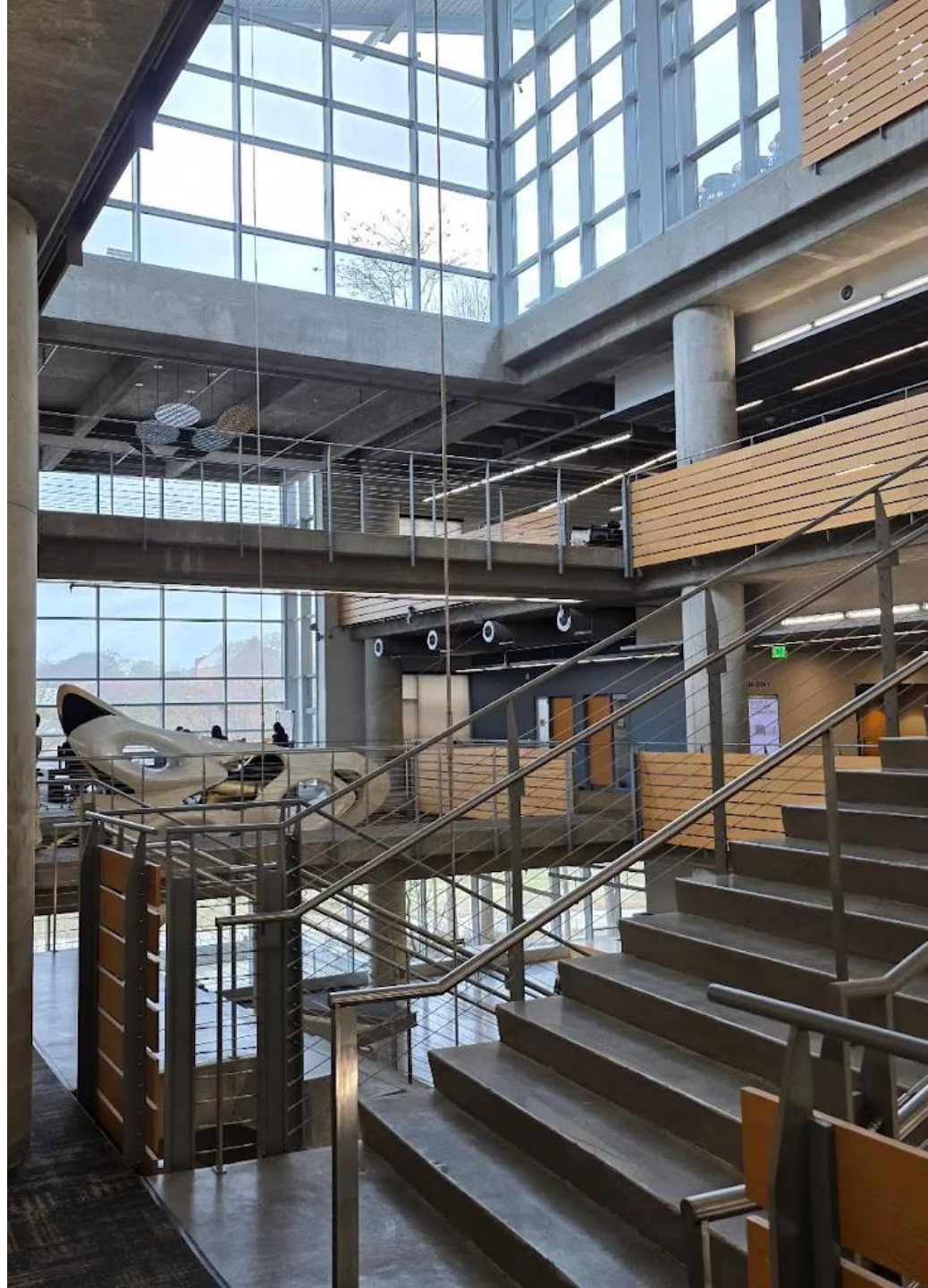
Archives and Special Collections

- Archives Anchor Institutional Identity and Storytelling
- Special Collections Create Emotional Engagement with Students, Alumni, and Donors
- Archives Are Themselves Compelling Philanthropic Targets
- Archives Strengthen Planned Giving and Legacy Philanthropy
- They Provide High-Impact and High-Touch Donor Experiences
- They Offer Cross-Divisional Fundraising Leverage (supports collaborations with other campus units)



Getting Started in Library Fundraising

- Start with who you already know
- Learn your story and be able to explain it simply
- Schedule visits early, don't wait until you feel ready – fundraising is done knee to knee
- Partner closely with leadership and colleagues
- Focus on relationships, not transactions
- Follow up every time



Short Term Goals or What Can You Do Next Week?

- Reach out to 2–3 existing donors or contacts
- Review the last six months of giving, call donors just to say thank you and introduce yourself
- Schedule 1–2 meetings
- Meet with leadership and ask them about their philanthropic priorities at various levels
- Try out your elevator pitch



The image shows the exterior of a modern brick building with large glass windows and doors. A white sign above the entrance reads "CROSLAND TOWER". The text "Thank you!" is overlaid in white on the left side of the image.

Thank you!

**Questions?
Conversation!**

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