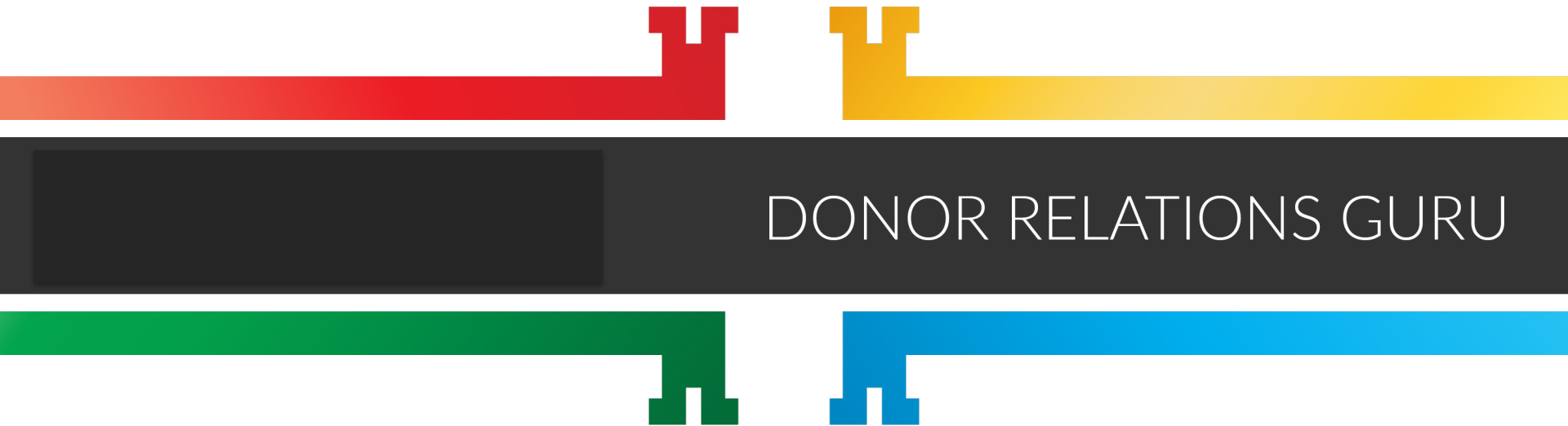


FUNdraising and the Donor Experience!



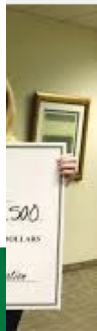
Lynne M. Wester



DONOR RELATIONS GURU



638 x 446 - prlog.org



For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

Giving by Individuals ↑ 5.2% **70%**
\$286.65 billion

increased 5.2 percent (3.8 percent when inflation-adjusted) over 2016

Giving by Foundations ↑ 6.0% **16%**
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

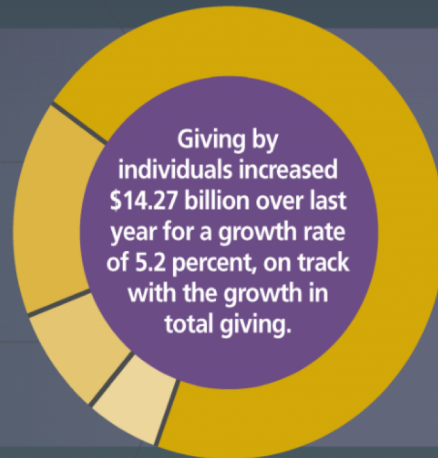
Giving by Bequest ↑ 2.3% **9%**
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations ↑ 8.0% **5%**
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source (by percentage of the total)



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 31% Religion** \$127.37 billion
- 14% Education** \$58.90 billion
- 12% Human Services** \$50.06 billion
- 11% To Foundations** \$45.89 billion
- 9% Health** \$38.27 billion
- 7% Public-Society Benefit** \$29.59 billion
- 5% Arts, Culture, and Humanities** \$19.51 billion
- 6% International Affairs** \$22.97 billion
- 3% Environment/Animals** \$11.83 billion
- 2% To Individuals** \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

Nonprofit Organizations In the United States

2,201,946

Total Nonprofit Universe*

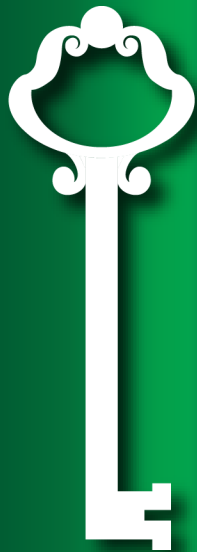
1,800,000+

Active Nonprofit Organizations

Top 5 Over 100K

- #1: California
- #2: Texas
- #3: New York
- #4: Florida
- #5: Pennsylvania

KEY:



REALITY:

**BIG
CAMPAIGNS**

Brown launches *BrownTogether*, a \$3-billion comprehensive campaign

In quest to raise \$6 billion, USC runs a massive fundraising machine

Harvard launches \$6.5 billion capital campaign

Campus launches The Centennial Campaign for UCLA

Boosting support for students and faculty, increasing endowment are key objectives of \$4.2 billion fundraising drive

REALITY: WE
HAVE
ALWAYS
DONE IT
THAT WAY



BOUNDLESS

The Campaign for the
COLLEGE OF CHARLESTON



The College of Charleston is a special place. From the moment you step on campus, it is evident that there is no other university like us. We are a blend of the old and the new, the traditional and the progressive - a dynamic public liberal arts and sciences education in one of the most distinctive living learning laboratories in the nation.

Our young women and men graduate armed with critical-thinking, problem-solving and communication skills they use to adapt, lead and move nimbly as new professions and economic sectors emerge throughout their lifetime. As alumni - more than 60,000 strong and on every continent in the world (yes, even Antarctica) - they go on to be leaders and social innovators in the workplace and in their communities. In today's global, ever-shifting economy, a College of Charleston education is in high demand.

It's this distinction that has put the College on a path to national prominence. There is powerful new energy. We are drawing diverse students and distinguished faculty from across the country and forging partnerships with Boeing, BMW and the National Science Foundation, to name a few. The College is reaching forward with a spirit of new enterprise and new thinking to inspire the next generation. For what was once a local Charleston college is now on the verge of becoming a nationally recognized university.

*Now is the time to push beyond conventional pathways
to knowledge, beyond the limits of our campus footprint
and beyond our very own expectations. Now is the time
to become a bolder, ever-stronger College of Charleston.*



Repayer

"I give to my alma mater"

"I support organizations that have had an impact on me or a loved one"

Casual Giver

"I primarily give to well known nonprofits through a payroll deduction at work"

"I donated \$1,000 so I could host a table at the event"

High Impact

"I give to the nonprofits that I feel are generating the greatest social good"

"I support causes that seem overlooked by others"

Faith Based

"We give to our church"

"We only give to organizations that fit with our religious beliefs"

See the Difference

"I think it's important to support local charities"

"I only give to small organizations where I feel I can make a difference"

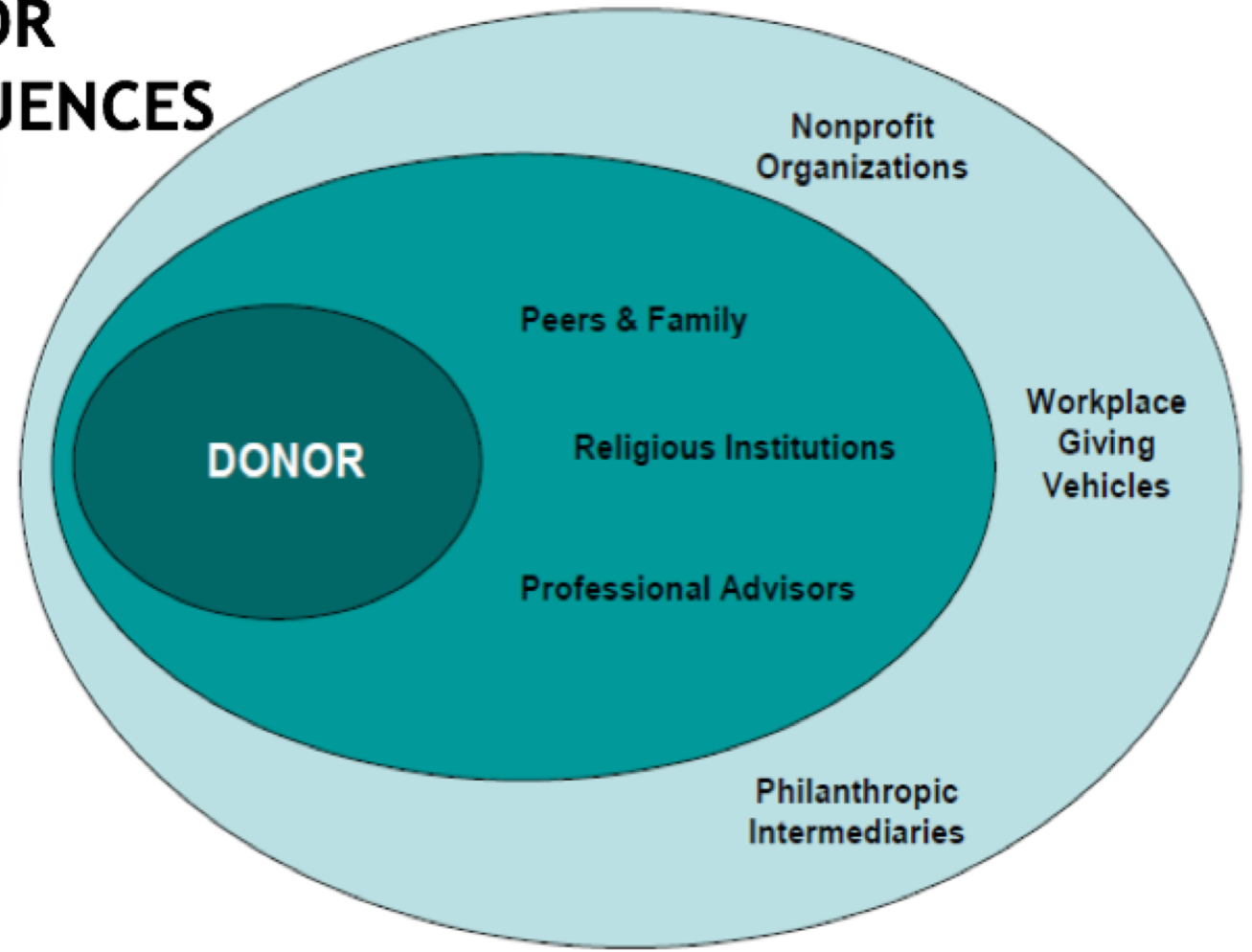
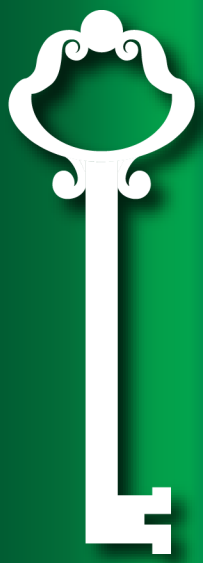
Personal Ties

"I only give when I am familiar with the people who run an organization"

"A lot of my giving is in response to friends who ask me to support their causes"

PRIMARY DONOR INFLUENCES

Language



I gave you \$10,
He gave you \$20.
You felt that he was
better just because he
gave you more. But he had
\$200 dollars, and all I had
was \$10.

MALCOLM GLADWELL Revisionist History

How Do You Lose \$250M?

What would have been the largest donation ever to a liberal arts college isn't headed to Centre College and it's not exactly clear why.

September 10, 2013

By [Ry Rivard](#)

A \$250 million donation to Centre College won't happen, and it's a bit unclear why. College officials and the head of a Bermuda-based trust offered differing accounts Monday of the massive deal's sudden collapse.

Donor Pulls \$100,000 Gift Over Westfield State President's 'Lavish Spending'

August 29, 2013

A donor has withdrawn a planned \$100,000 contribution to

Westfield State Co
spending" of Presi
a university found

The Boston Globe

cosmetics compar

Dobelle's behavior

expensive) person

international trave

statement to the C

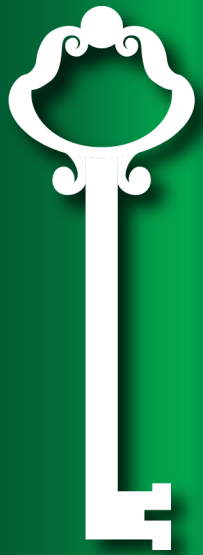
formally pledged t

Donor Rescinds \$2.5 Million Gift to Stanford Over ExxonMobil Ads

MARCH 14, 2007

[Facebook](#) 0 [Twitter](#) [LinkedIn](#) 0 [Google](#) [Email](#) [Share](#) 0 [Print](#)

Movie producer and environmental activist Steve Bing has rescinded a \$2.5 million pledge to



The Rise of the 'Rage-Donation'

More Dollars from Fewer Donors

- Top 1% contribute 50% of total dollars
- Top 5% contribute 90-95%
- \$1 million+ gifts give 50%
- \$100K+ gifts, give 85%



THE CHRONICLE OF PHILANTHROPY

◀ Back to Search Results

NEWS AND ANALYSIS

MAY 24, 2016

More Nonprofits Ramp Up Their Donor Stewardship



DANA-FARBER CANCER INSTITUTE

Members of Dana-Farber Cancer Institute's

By Timothy Sandoval

The Dana Farber Cancer Institute had 11 full-time staff members in donor relations in 2007. It now has 28.

The Children's Hospital Colorado Foundation had no donor-relations or stewardship staff about eight years ago. It now has a team of four full-time

AVERAGE

46%



FIRST-TIME

23%



REPEAT

60%



MONTHLY

90%





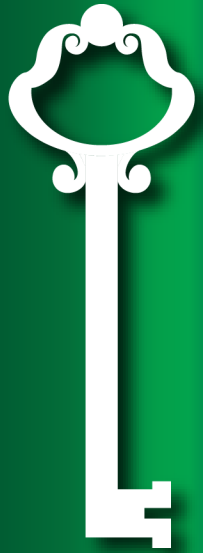


EXPECTATION



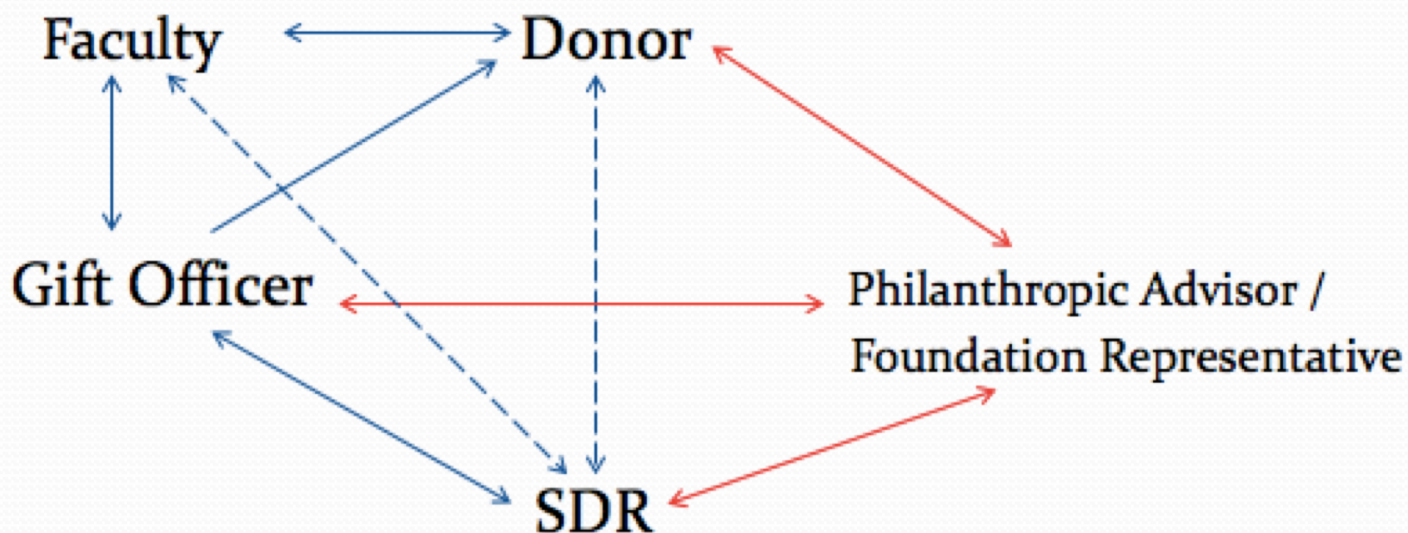
REALITY

STRUGGLES AND OPPORTUNITIES

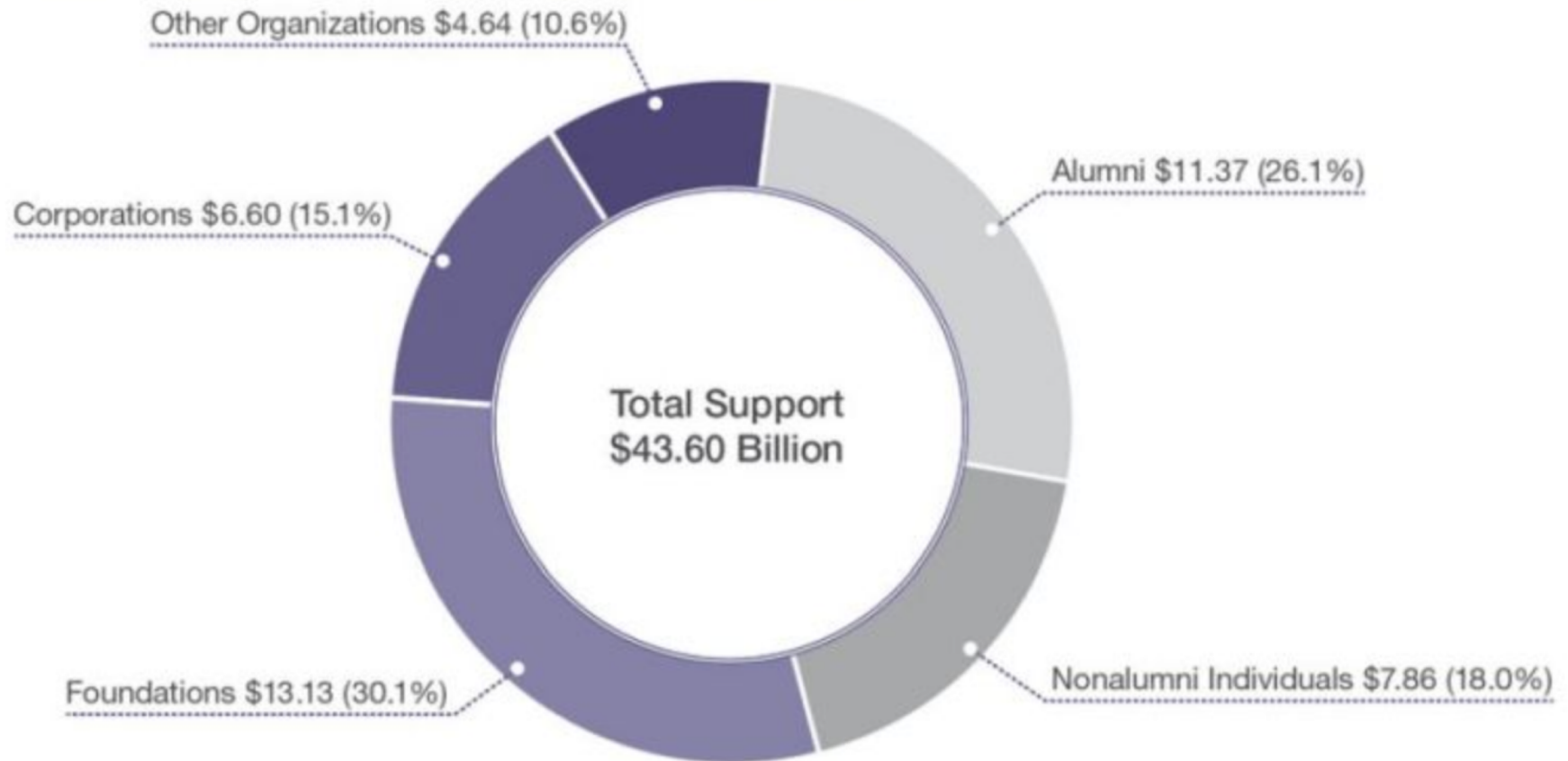


Modern Campaign Paradigm Shifts

Increasing complexity

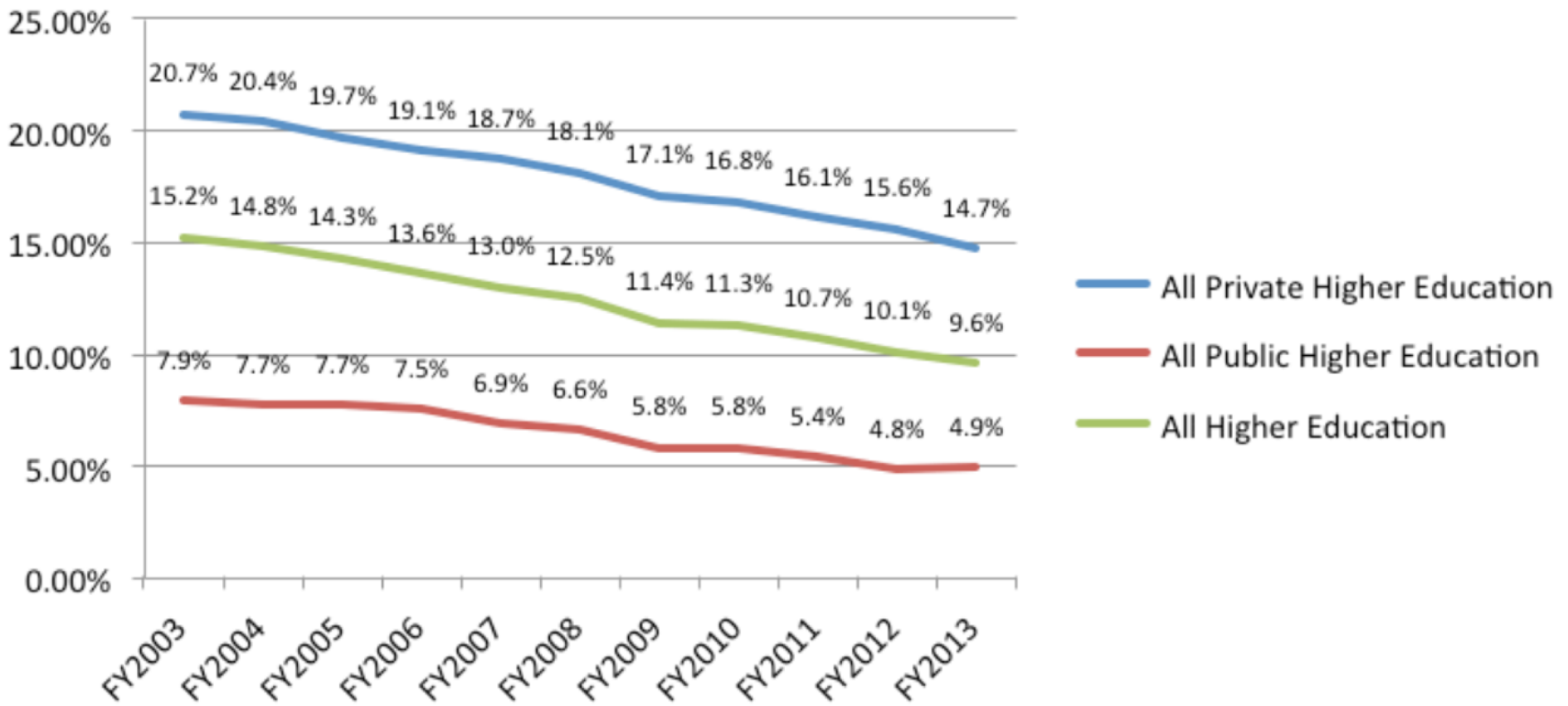


Voluntary Support of Higher Education by Source, 2017



Percentages may not add to 100 due to rounding.

Source: Council for Aid to Education, 2018



Mega-gifts Are Rising and Alumni Giving Is Shrinking. Which Means What, Exactly?

Mike Scutari



Engaging the Next Generation of Wealth

It is estimated that in the next 50 years between \$20T¹ and \$40T² will pass from parents to their children.

How are we positioning ourselves with this next generation?



¹<http://morritrust.com/2012/04/largest-transfer-of-wealth-in-us-history/>

²<http://www.kansascfs.org/transfer-wealth.cfm>



THANK YOU LYNNE!

YOU'VE JUST CHANGED LIVES.

This is Helen Apio. She used to walk a mile and a half to a neighboring village to get water. The walk was long, and the wait was even longer once she got there. Helen's village didn't have a well.

When she brought the water home, she'd say to herself, "How should I use this water today? Should I water my garden so we can grow food? Should I wash my kids' uniforms? Should I use it to cook? Should we drink this water?" With two children, one husband and 10 gallons, Helen never had enough water.

We saw the shame in her eyes when she described how her two kids were often sent home from school because their uniforms were dirty.

But a few years ago, people did exactly what you did today -- they donated. And because of those donations, Helen's village got a well. Now, Helen has all the water she needs.





UGANDA

will the beautiful
women of the world
please stand up.

This is when I met Helen Apio. Placing both hands on my shoulders and smiling, she said, "Now, I am beautiful." That really hit me. My job is to focus on sustainable development, health, hygiene and sanitation; to make sure charity: water's projects are working in 20 years. But nowhere on any of my surveys or evaluations was a place to write, "Today we made someone feel beautiful."

[READ THE STORY >](#)

+1 0

Tweet 0

Like 0



AYDER AWLIAT ELEMENTARY SCHOOL

Completed: July 2011 [?]



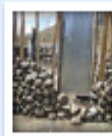
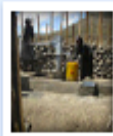
COUNTRY [?]
ETHIOPIA



PEOPLE SERVED [?]
185



PROJECT TYPE [?]
DRILLED WELL



Download full resolution photos

- **Region:** Tigray [?]
- **GPS:** 12.717489, 39.526386 [?]
- **Project Cost:** \$7,326.00 [?]

Helen Apio. Seven years later.

She told us that clean water made her feel beautiful then. Her story is even more beautiful today.



In 2009, we met Helen Apio in Uganda right after her community had received clean water for the first time. Helen proudly told us that she had enough water at home to truly take care of herself. "Now, I am beautiful", she said.





Helen Apio is feeling more beautiful than ever.



Unappreciated Incentives

73%

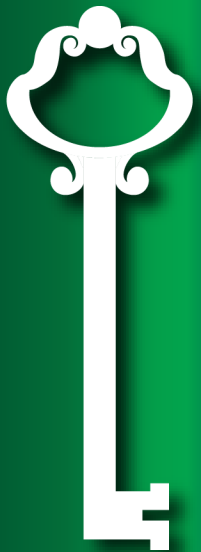
Of donors who received plaques or certificates threw them out

83%

Of gift society donors said it had no influence on their giving

+12%

Change in number of donors since 2003 who said gift clubs have no influence on their giving





Missed Opportunities

85%

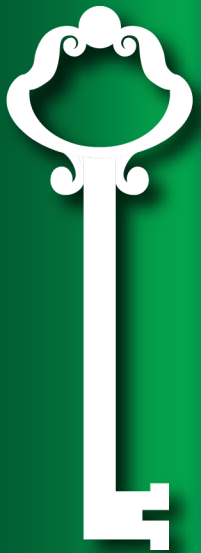
Of donors don't receive information
on gift outcomes

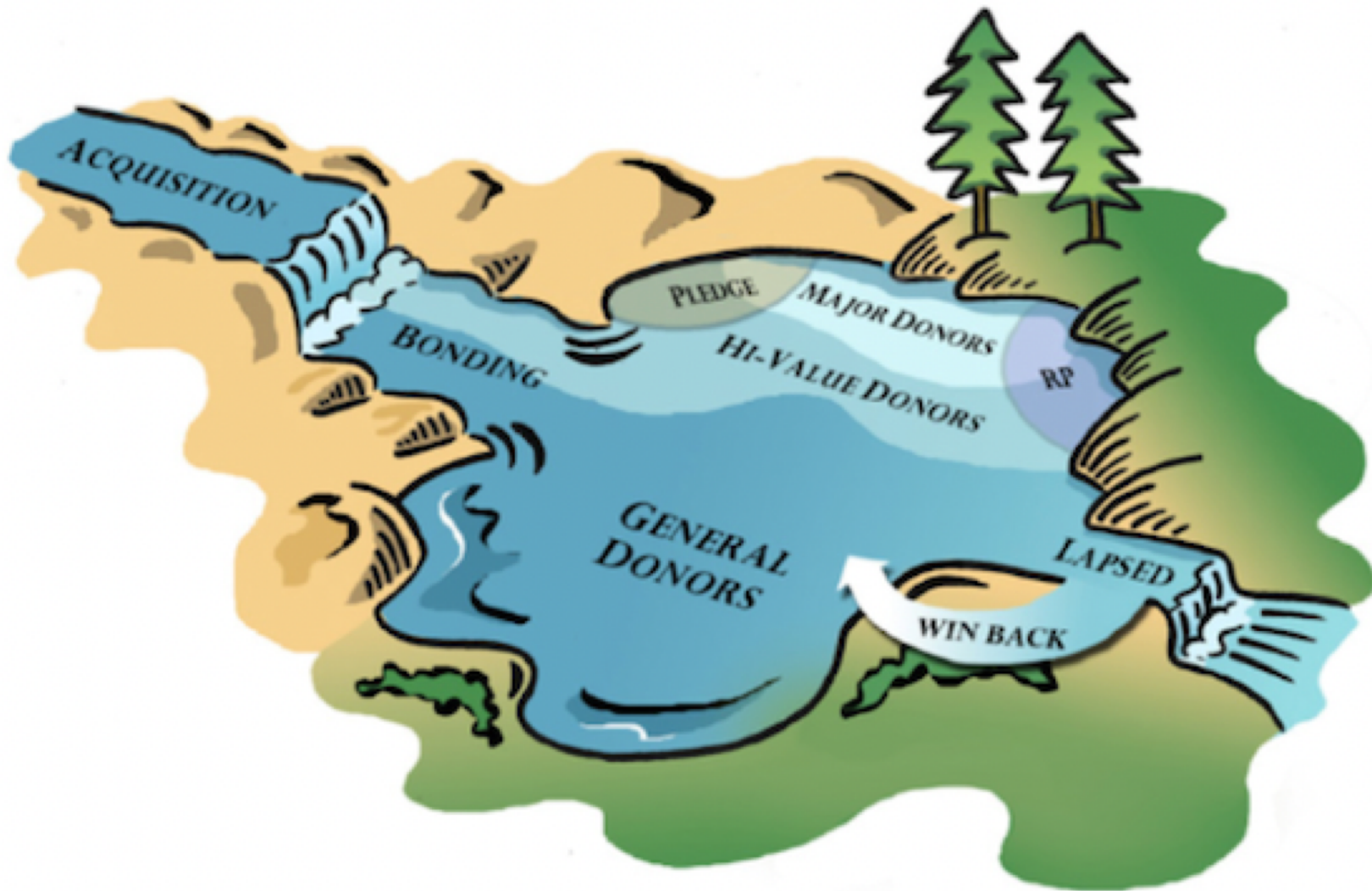
84%

Of donors would give more to
charities that showed them results

77%

Of Millennial donors would stop
donating if they don't see gift impact



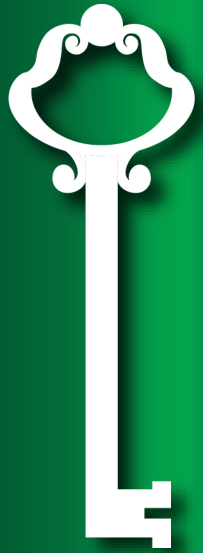


GB USA MEX

**ONE SIZE
DOES NOT
FIT ALL**



Von links bügeln/ Iron inside out/
repasser sur l'envers / 只燙裏面





Target



Thank YOU-
Reach out to Me:

- Lynne M. Wester
- @donorguru
- www.donorrelationsguru.com
- lynne@donorrelationsguru.com

