

Advanced International Fundraising: Leveraging Partnerships and Best Practices



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Overarching Principles

TRADITIONAL: SURVEY WHAT CURRENTLY EXISTS ON CAMPUS

1. Identify senior faculty with international history
2. Identify active international Agreements of Cooperation
3. Identify existing major international donors
4. Identify lead volunteers



Agreements of Cooperation



Volunteers with connections

Overarching Principles

PROGRESSIVE

- A. Understand the culture of international countries of interest—philanthropy or a business deal
- B. Increased funding for inter-disciplinary and multi-countries research projects
- C. Intellectual capital (e.g. technology transfer)
- D. Training trainers

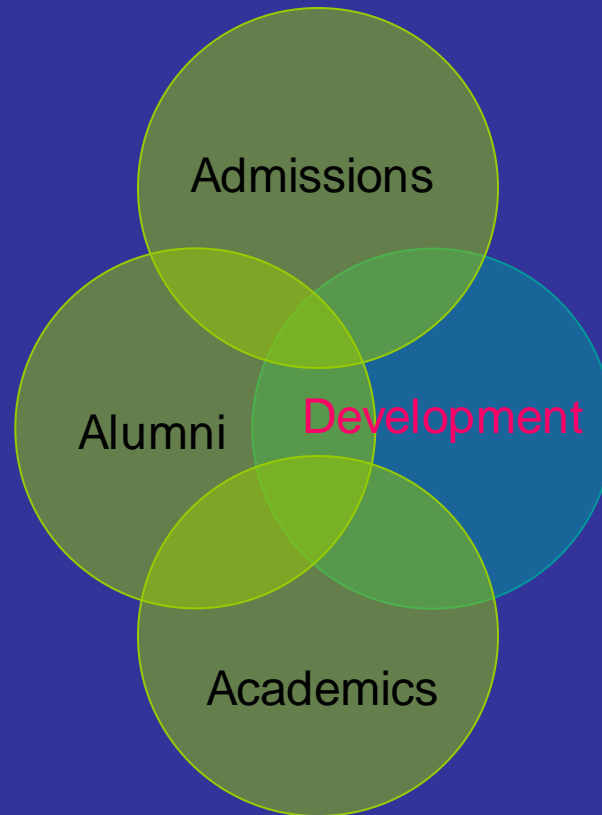


Multi-Country Collaboration

How can we leverage
overarching principles to
advance fundraising?



The 4 Pillars of Engagement



Best Practices through Leveraging Internal and External Partnerships

INTERNAL

1. Campus wide donor clearing procedure
2. Prospect involvement with the university
3. “Sequential” ask
4. Consistent messages for opportunities to give
5. Stewardship plan
6. Review print and electronic communication vehicles to international prospects
7. Faculty, staff and campus departments support



Faculty

Best Practices through Leveraging Internal and External Partnerships

EXTERNAL

- A. Parents – current and former
- B. Consulates, Chambers of Commerce, Government Agencies...
- C. Internationally-placed schools and campus units
- D. Foundations, corporations and other external sources of financing
- E. Volunteers, domestic and international



Consul General

Developing Standards for Strategic International Planning

BUDGET: COMMON SOURCES

1. University Relations units – alumni, communications and development
2. Provost – academic (Deans)
3. Annual Fund unrestricted – campuswide or international office annual campaign
4. President/Chancellor – travel and gifts, staffing



Developing Standards for Strategic International Planning

BUDGET: NEW SOURCES

1. Office of Research
2. Office of Technology Transfer
3. University Extension/Continuing Education partnerships
4. Gifts-in-kind for services and programs
5. Shared budgets, staff, resources



Developing Standards for Strategic International Planning

MARKETING WITH LATEST TECHNOLOGY

1. Websites
2. Applications
3. Social media
4. Bilingual
5. Consistent messages

The collage illustrates various digital marketing channels and messages for the University of California. It features:

- Facebook Page:** The University of California Alumni Association (UK) page, showing a post by Chiara Briganti and a photo of Victoria Crowwell.
- Twitter Profile:** The profile of mark_yudof, showing a tweet about a hearing presentation and a tweet about freshman class reduction.
- Website Banner:** A banner for "Giving to UC Davis" with the text "Make a difference by giving to UC Davis!" and "Your generosity supports our future leaders". It includes the "GIVE NOW" logo and the "UC DAVIS ANNUAL FUND GIVE NOW" logo.

Resources

Travel and Business Resources

Websites of U.S. Embassies, Consulates, and Diplomatic Missions

<http://www.usembassy.gov/>

For expedited passports and visas

<http://www.travisa.com/>

Reference book on international etiquette and business practices

Kiss, Bow, or Shake Hands/ (Morrison and Conaway, 2nd Edition, Adams Media).

http://www.amazon.com/Shake-Hands-Bestselling-Business-Countries/dp/1593373686/ref=sr_1_1?ie=UTF8&s=books&qid=1264442733&sr=1-1

Country background information

http://en.wikipedia.org/wiki/Main_Page

<http://www.timeanddate.com/worldclock/dialing.html>

<http://www.timeanddate.com/worldclock/converter.html>

Foundation and Nonprofit Resources

The Chronicle of Philanthropy

<http://philanthropy.com/>

The Foundation Center Directory On-Line (FC Search)

<http://fdncenter.org/>

The Directory is comprised of two searchable databases. The Foundation database houses a collection of data of over 74,000 foundations, corporate giving programs, and grant making public charities. The Grants database is a collection of more than 250,000 grants awarded by the 1,300 largest foundations in the United States.

This database is a fee-based service paid for by the Development Research unit. To obtain a username and password, please contact Kathy Henderson, Director of Development Research, at 530-754-4108.

GuideStar Plus

<http://www.guidestar.org/>

Excellent source of IRS 990 forms for private foundations and corporate foundations. This site is free – however, you must register for GuideStar Plus to access 990 forms.

Wishing you International Fundraising Success!

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