

Development and Fundraising

Phillip Rothwell

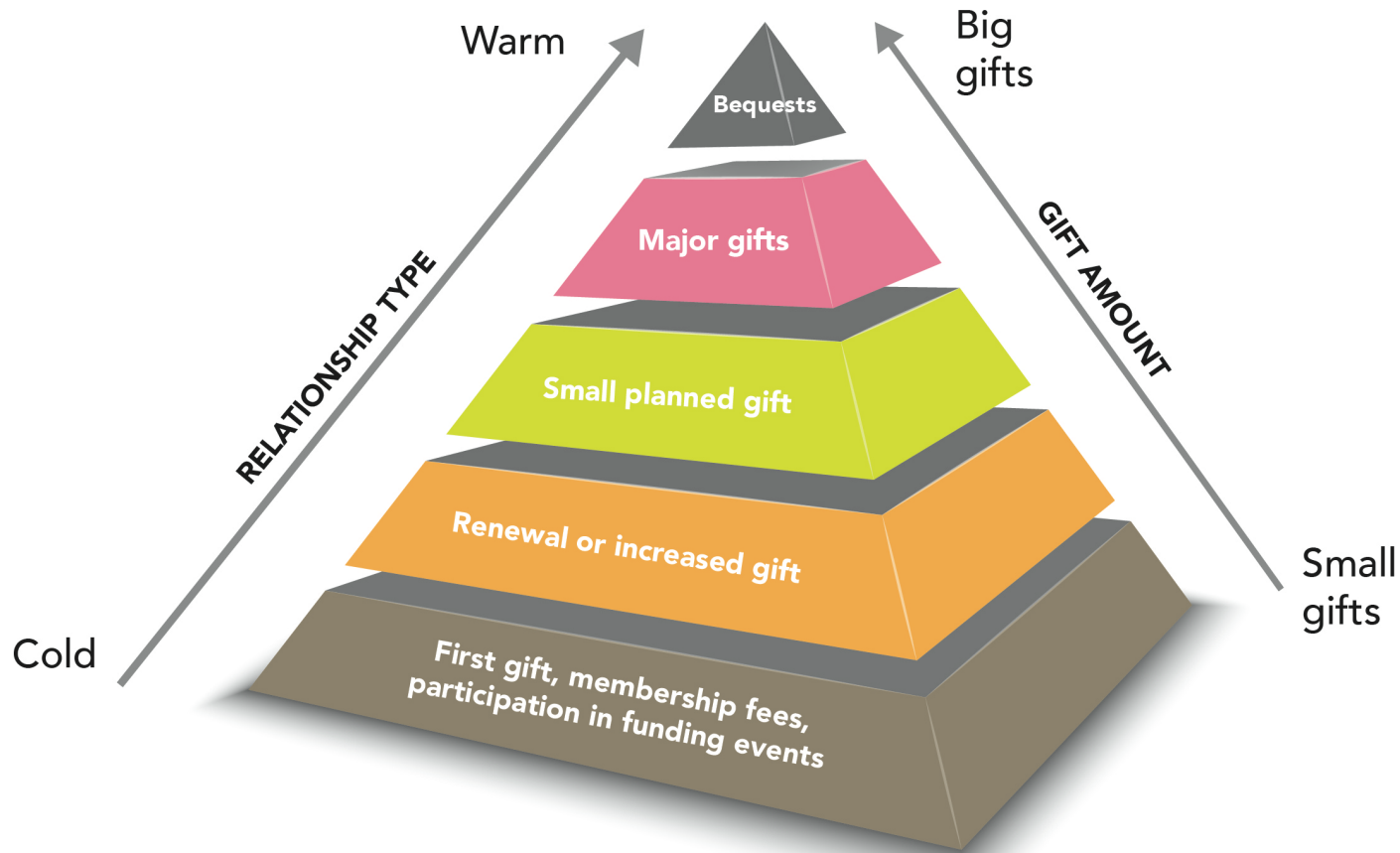
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Purpose of Development?

“To foster, in all those who care about the institution, a life-long interest in sustaining its principles and securing its future”

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Source: Gifted Philanthropy Ltd

Schools' Alumni Relations
and Fundraising Benchmarking
Survey 2016

**...the UK's largest
fundraising benchmarking
survey in the education
sector**

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All types of school can achieve fundraising success

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Enabling every school to develop a culture of giving so that they can provide the best educational opportunities

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Return on Engagement

“Fundraising is a natural outcome of good engagement”



....giving is a natural response to feeling engaged

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Fundraising requires leadership involvement

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‘An active and engaged leadership is integral to fundraising success’

Source: IDPE Schools’ Alumni and Fundraising Benchmarking Survey 2016

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Essentials:

- **Full commitment of Head, Bursar and all governors**
- **Understanding that this is long term**
- **Not expecting a quick fix**

Identifying prospects, developing relationships and making the ask takes time

- **3 – 5 years for return on investment**
- **Leap in income for offices that have been operational for 7 years**
- **Average annual income goes from £252,000 to £875,000 at that stage**

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‘Increased expenditure on development leads to increased philanthropic income’*

- If you mean to do it, do it properly**
- Invest in the best people and infrastructure that you can afford**
- Anything less is a false economy**

***Source: IDPE Schools’ Alumni and Fundraising Benchmarking Survey 2016**

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Prerequisites:

- **Dedicated development professional**
- **Customer Relationship Management Database**
- **Time**

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