



IMPACT FUNDRAISING:

**SKY'S**

**the limit**

# LEADERSHIP ANNUAL GIVING BEST PRACTICES AND MEANINGFUL RECOGNITION

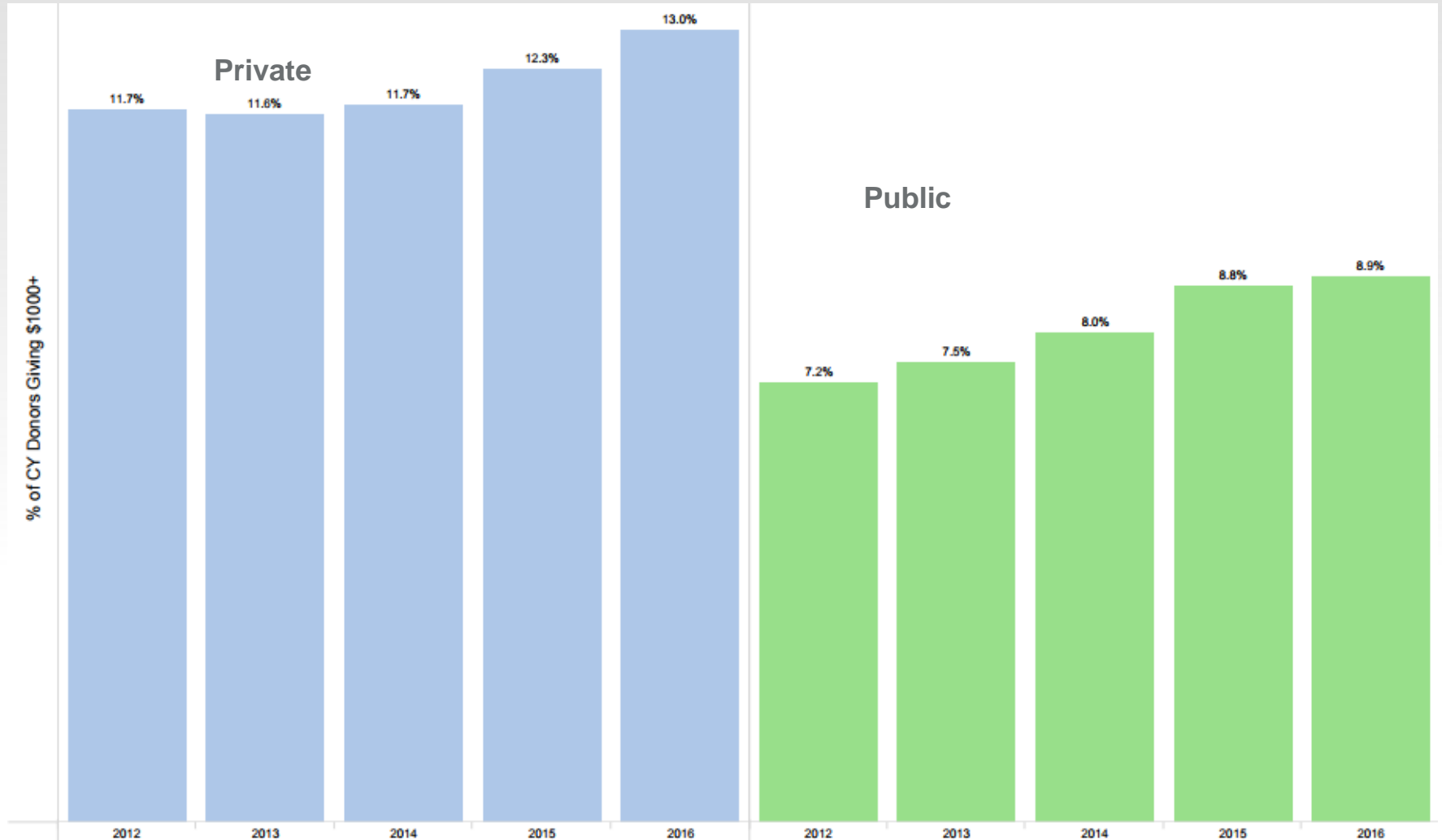
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Vice Chancellor, Development & Alumni Relations  
President, UC Davis Foundation  
UC Davis



# Trends

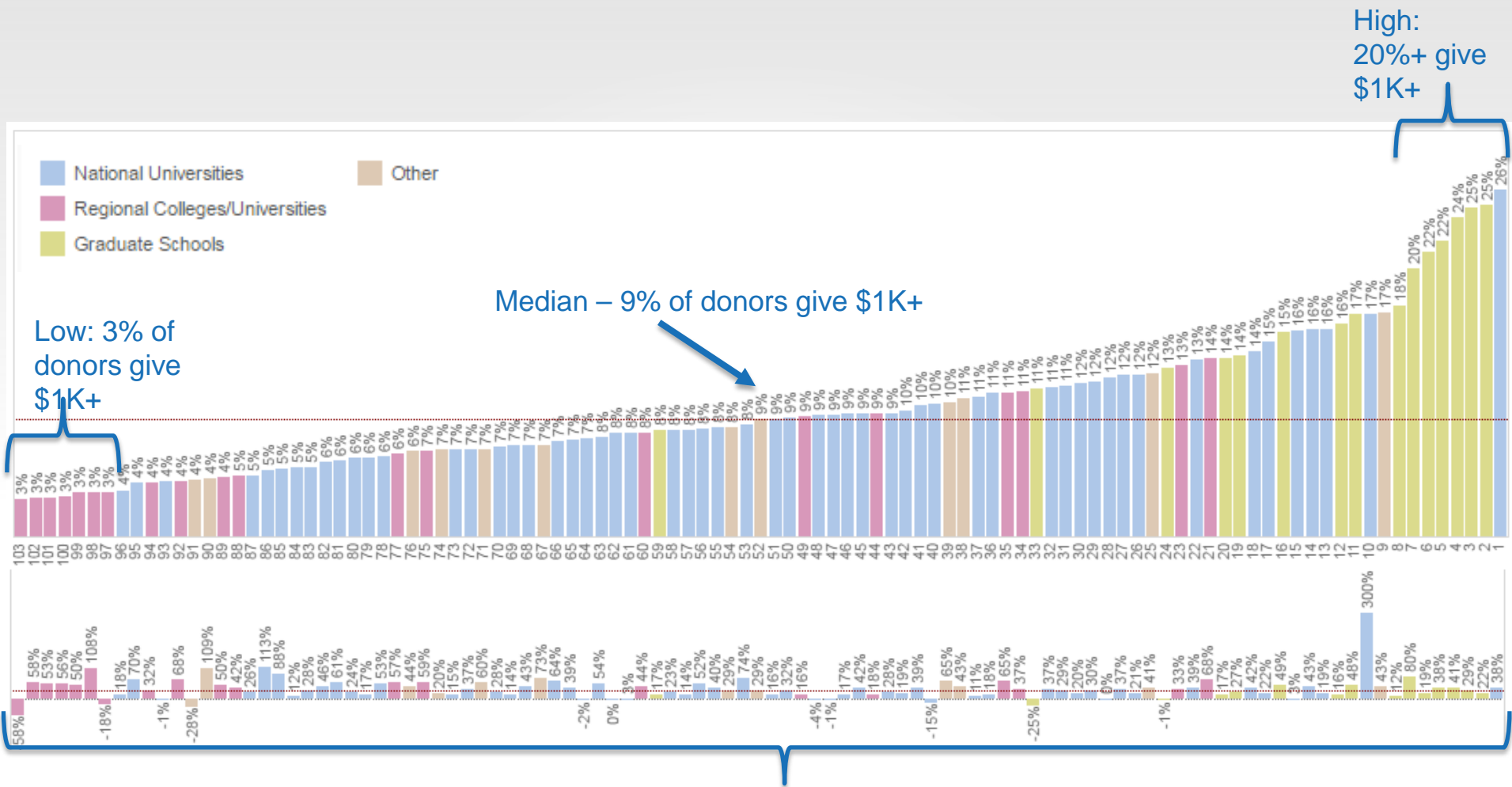
- Greater industry emphasis on gifts of \$1,000 - \$50,000
- Philosophy: pipeline development
- Gift officers in annual giving
- Raising of the bar (minimum levels for consideration/special recognition)

# \$1K+ Cumulative Giving Trends – Public Universities



Source:  
donorCentrics  
FY2016 Annual  
Report on Alumni  
Giving

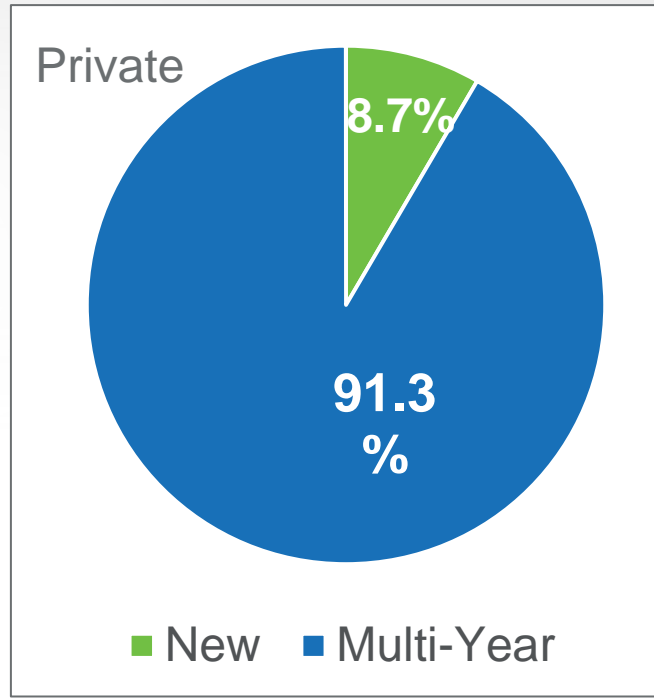
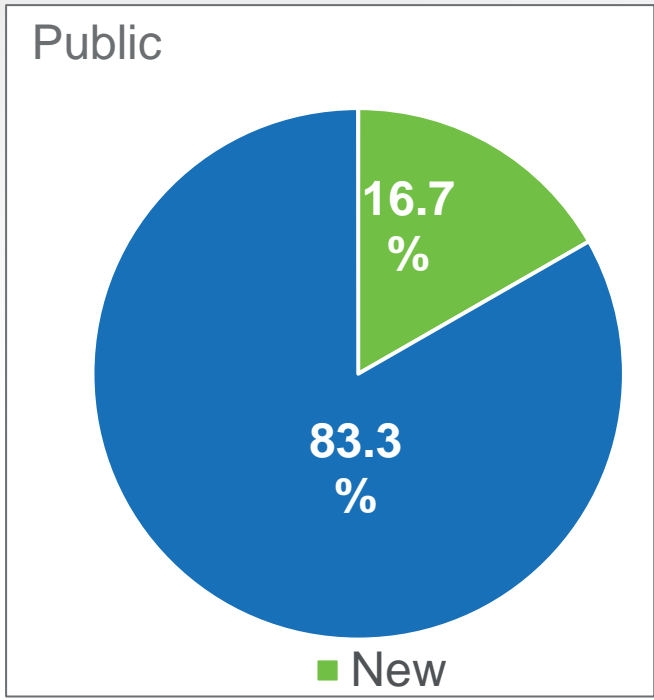
# Public Universities: Distribution of \$1K+ donors



4 year % change



# Donors giving for the First Time \$1K+ level in 2016



Source: donorCentrics FY2016 Benchmarking Groups



## % of donors Retained Donors Upgrading

Median % Retained donors Upgrading	Private	Public	Overall
% Upgrading \$1-99 in PY	42%	42%	<b>42%</b>
% Upgrading \$100-\$999 in PY	29%	32%	<b>30%</b>
% Upgrading \$1K+ in PY	29%	31%	<b>30%</b>

Source: donorCentrics FY2016 Benchmarking Dashboards

# High End Donors (\$1K+) – Public Universities

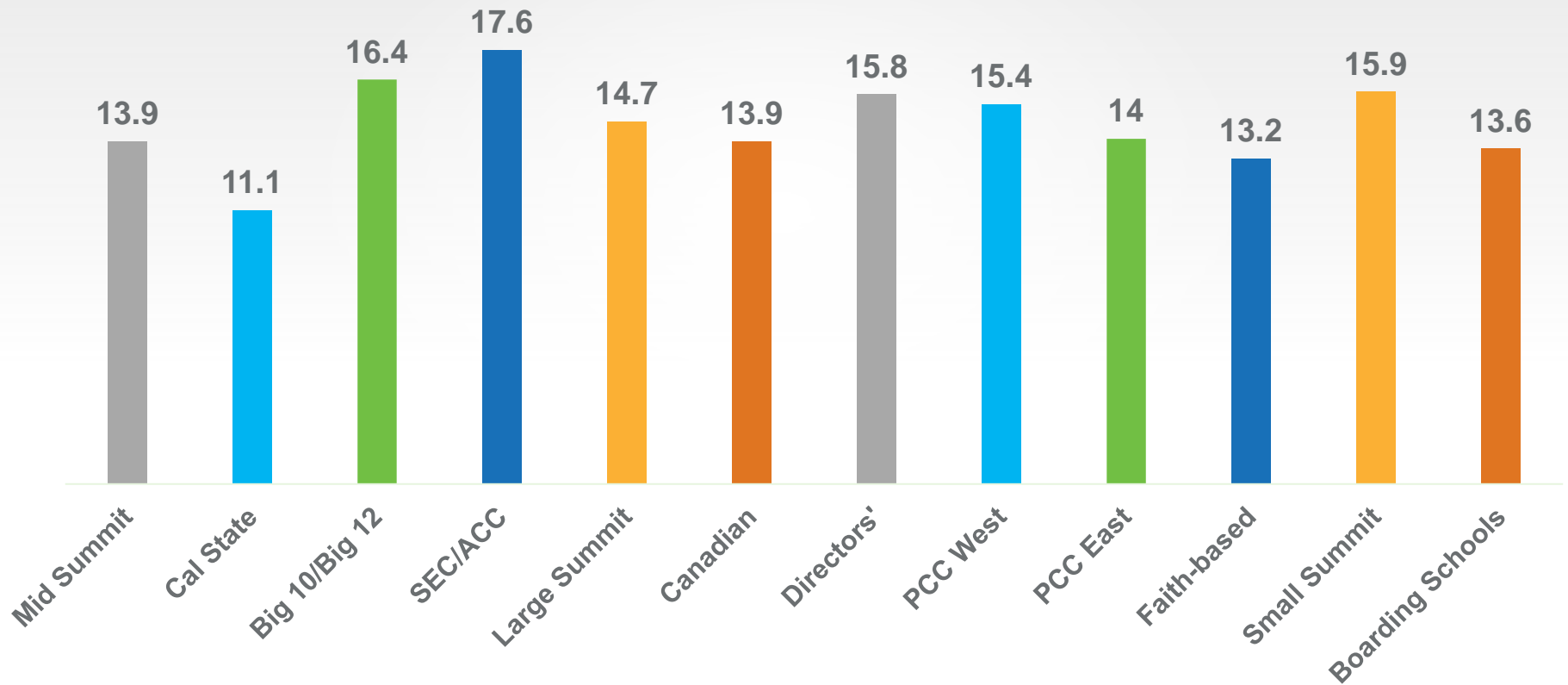
Donors Giving at the High-End Level in the Current Year (2016)

			Median			
2011	523	5.75%	\$4,213	21.6	14.5	12.6
2012	495	7.10%	\$4,641	22.1	14.9	13.5
2013	564	7.77%	\$4,420	22.2	15.0	13.2
2014	637	7.72%	\$4,573	22.6	15.0	13.8
2015	750	8.48%	\$4,707	23.3	15.8	14.1
2016	834	8.99%	\$4,662	23.9	15.6	14.5
	Donors	Donors Giving at the High-End Giving Level as a % of All Donors	Revenue per Donor	Average Years on File per Donor	Average Giving Years per Donor	Average Years to the Donor's First High-End Giving Year

High-End Donors are donors who give a cumulative \$1,000 or more in a single year.

Source: donorCentrics FY2016 Benchmarking Groups

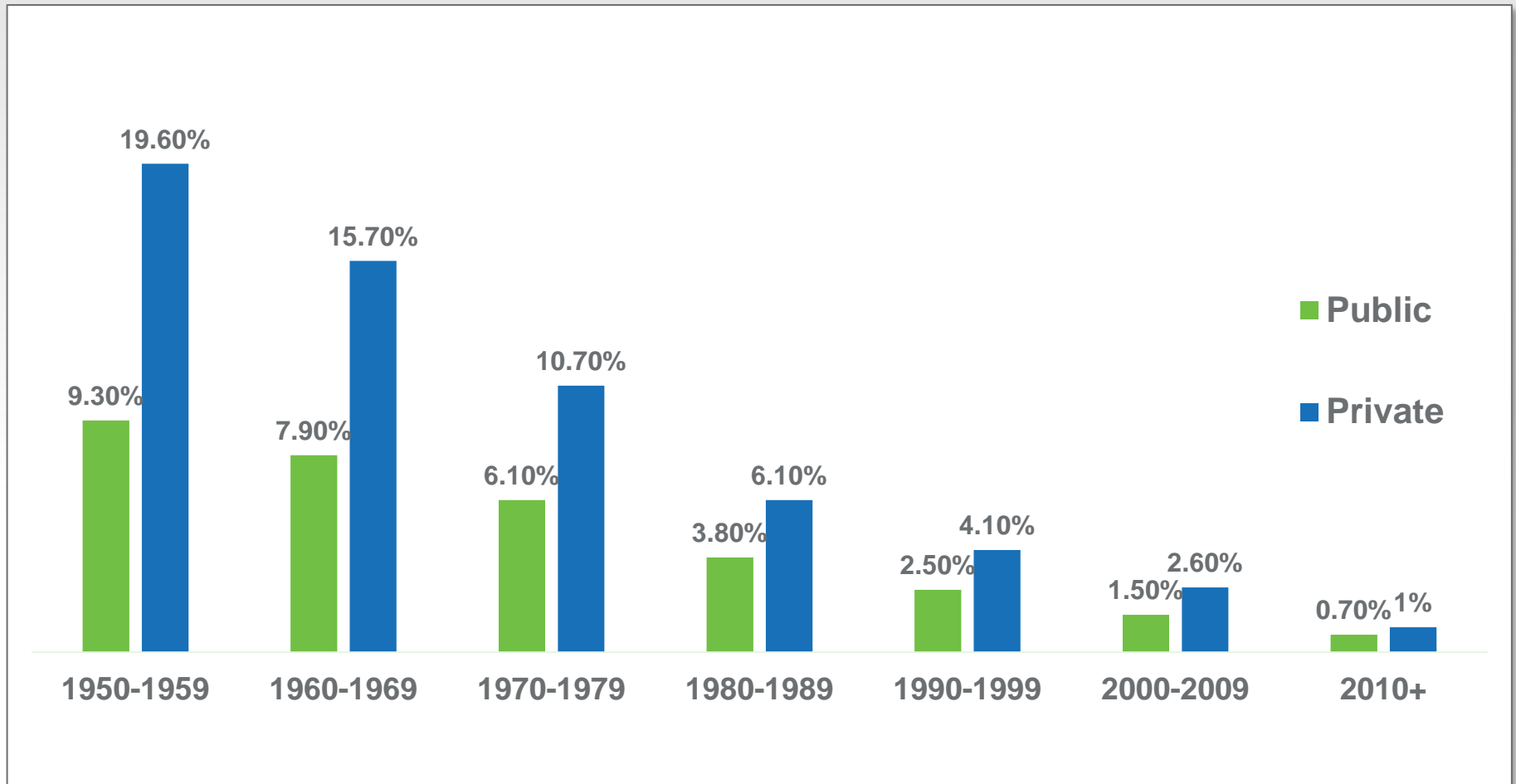
# Average years to donor's first high end gift by group – Higher Education



Source: donorCentrics FY2016 Benchmarking Groups



# % of donors Giving \$1K+ by Class Decade



Source: donorCentrics FY2016 Benchmarking Groups

# Recognition/Stewardship

- “Giving Societies” (President’s clubs)
- More personalized communications
- Higher degree of engagement

# Access/Exclusivity

- Greater access to campus leaders (President)
  - i.e. events
- Higher levels = increased facetime with leadership (smaller groups or 1:1)
- “Insider information”
- Specific exclusive communications

# DISCUSSION