Building a Culture Philanthropy

Lizzy Beghelli Assistant Director of Annual Giving University of Minnesota Law School

UNIVERSITY OF MINNESOTA

MINNESCIA

About Minnesota Law

- Minneapolis, MN
- Top 20 US News
- 200+ joint and dual degrees / 11 concentrations
- 25 legal aid clinics
- 94% bar pass rate (MN 2019)
- 93% employment rate (Class of 2018)
- 13,000+ living alumni base





Office of Advancement

- Integrated major gifts, annual giving & alumni relations
- Development
 - 4 front-line fundraisers
 - 1 administrative assistant
 - 1 donor relations officer
- Annual Giving & Alumni Relations
 - 1 director
 - 2 annual giving
 - 1 alumni relations
 - 1 events & communications



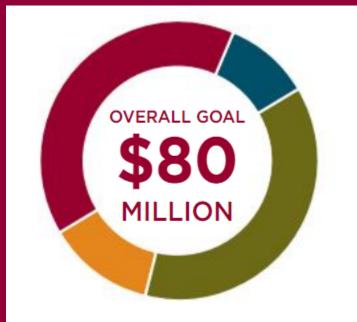


About our donors

- 12,875 solicitable alumni (includes ~800 LLM students)
- FY19 numbers:
 - \$1.14M raised in Annual Fund FY19
 - \$6M+ FY19 total production
 - ~1,700 total donor households (~1,450 are alumni)
- Reasons for giving:
 - Investing in value of their degree
 - Pay it forward to future students
 - Global and community impact of Law School



Campaign: Driven to Lead



\$32 MILLION Investment in transformational programs

\$30 MILLION Investment in tomorrow's lawyer-leaders

\$10 MILLION Investment in our legacy

\$8 MILLION Investment in faculty excellence



Building a culture of philanthropy.

FY17

- Limited student engagement
- Few young alumni in Lockhart GOLD
- No focus on reunion giving

FY19

- Strategic student engagement plan for all three years
- New alumni in Lockhart GOLD
- Focused reunion program



Building a culture of philanthropy.

FY17

• Class Gift:

- \$1,201 donated
- 22.4% participation
- \$14.66 average gift
- GOLD Alumni: 16
- Reunion Giving:
 - \$225k production
 - 12.8% participation

FY19

- Class Gift:
 - \$4,036 donated (with \$3,925 match)
 - 55% participation (75% LLM)
 - \$37.03 average gift
- GOLD Alumni: 82
- Reunion Giving:
 - \$2.09M production
 - 19.9% participation



The long game: Student Philanthropy

- Build awareness of the Office of Advancement
- Gopher Gratitude Day (philanthropy awareness)
- Give to the Max Day giving day activities for students
- Student Philanthropy Board





Class Gift Campaign

- Participation v. dollar goals
- Prorated membership into annual giving society
- Crowdfund campaign model (peer-to-peer outreach)
- Alumni & Senior Staff matching funds
- Visual progress tracker
- Public recognition





Immediate return: Reunion Giving

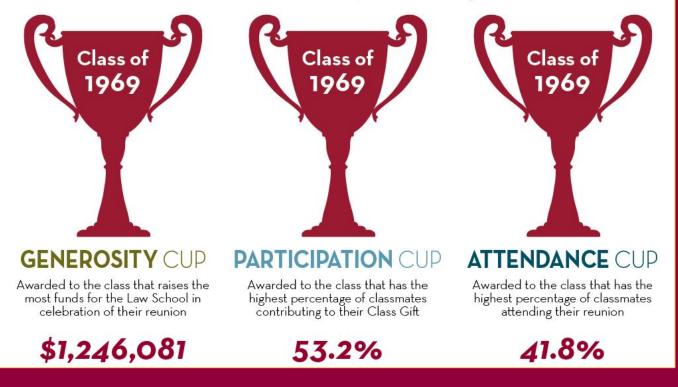
- Spring Alumni Weekend (April)
- Reunion events for "First Four", 5th-60th milestone reunions, and "Golden Society"
- Committees staffed by development officers and annual giving/alumni relations staff
- "Come Back. Give Back"
- Major gift, planned gift, and gift strategies with all classes



Reunion Cup Challenge

CONGRATULATIONS

to the 2019 Reunion Cup Challenge winners







Lessons learned / takeaways

- Don't ask for permission to build a culture of philanthropy; just set the expectation
- Think about what affinity groups you can focus on
- Look at both the short term and long term investment
- Find your advocates, get their input and put them to work
- Focus on experiences / recognition more than giveaways
- Celebrate the small victories



Contact

Lizzy Beghelli Assistant Director of Annual Giving University of Minnesota Law School

beghelli@umn.edu / 612-624-0097

