



# Building a Culture of Philanthropy

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# 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”, 5<sup>th</sup>-60<sup>th</sup> 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



### GENEROSITY CUP

Awarded to the class that raises the most funds for the Law School in celebration of their reunion

**\$1,246,081**



### PARTICIPATION CUP

Awarded to the class that has the highest percentage of classmates contributing to their Class Gift

**53.2%**



### ATTENDANCE CUP

Awarded to the class that has the highest percentage of classmates attending their reunion

**41.8%**



# 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

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