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Robert Burdenski Annual Giving

Bob's Latest Annual Giving Departures

April/May 2004

More than 100 schools, colleges and universities attended the first "Innovations in Annual Giving" web conference on April 14, 2004. The online event was the second-highest-attended web conference in CASE's two-year history of sponsoring Internet programs. Because CASE estimates an average of 5 staff members participating at each site, the overall "virtual" crowd is estimated in excess of 500 people.

We're excited about our next venture into web conferencing, this time with three friends from the online discussion group FundList. "Forty Favorites From Fundlist," will feature our pick of the top samples, ideas and pearls of wisdom from the last four years of FundList. (More information below.)

Bob Presents Alumni Best Practices at University of Memphis Forum



In an effort to revamp the University's Alumni Association, the U of M held its first-ever Alumni Vision Forum on March 27. More than 200 alumni and friends gathered at the FedEx Institute of Technology to provide their input. Among the participants were campus deans and University of Memphis president Shirley Raines.

Bob Burdenski served as the keynote speaker, and presented dozens of best practice alumni relations program examples to the group, including ideas about educating students about an alumni culture, chapters and clubs, Internet "connectivity," governance structures and generational programs. The samples served to inform a series of alumni discussions that followed the keynote address about the future programs and priorities of the Alumni Association.

The university and the Alumni Association plan to introduce a new strategic plan by July 1.

[See more information about the Memphis Alumni Vision Forum here...](#)

Next Web Conference To Highlight Forty FundList Favorites

FundList is the largest e-mail discussion group for

The Latest Departures:

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fundraisers, with more than 2,000 subscribers. For more than three years now, Bob Burdenski has served as the FundList "janitor," moderating and saving all of the discussions, samples, materials, brilliant ideas, and divine inspirations shared by FundList subscribers.

Now, it's time to dump out the bag, and share some of the best and brightest ideas of the past three years. If you're looking for an annual giving summer brainstorming opportunity, this is it! Bob will be joined by three long-time FundList contributors - Jeff Driggs, Alison Novicki and Nancy Brown - who will add their favorites and their comments as well. The fun will be on Wednesday, June 23rd - just follow the link below for more details. Bob's other upcoming appearances include:

May 21, 2004 - Meeting of the Minds West Coast Annual Giving Conference at Cal Poly Pomona - What's Happening: Trends in U.S. Philanthropy --- July 19, 2004 - Sharing the Annual Fund Fundamentals (STAFF) Conference at Union College (Members Only) - Reactivating Lapsed Donors ---

July 20, 2004 - Independent College Foundation of Nebraska - Innovations in Annual Giving --- July 26, 2004 - Ruffalo CODY Users Group Conference Westin Hotel, Downtown Chicago, Illinois Topic To Be Announced --- November 16, 2004 - AFP Southern Colorado Chapter Workshop Topic TBA

[Get more info about Forty Favorites From FundList web conference here... »](#)

Harvard Students Launch "Alternative" Senior Gift Campaign



A group of Harvard seniors has launched the Alternative Senior Gift campaign to raise money for the Cambridge Boys and Girls Club and prompt dialogue about charitable giving among Harvard students.

"We expressed frustration that there was no dialogue or discussion about alternative recipients for donations. [We] started brainstorming about if we were going to give a gift back to the Harvard community, where would we want it to go?" said Anne G. Beckett '04, who conceived the idea for the campaign with Rachel S. Bloomekatz '04, Celeste R. LeCompte '04 and Amy C. Wagner '04.

Beckett and LeCompte said one of their key goals is to increase dialogue about charitable giving at Harvard, but not necessarily to dissuade seniors from making contributions to Harvard.

"We're not anti-Harvard; we're also not pro-Harvard. This is just a conversation we're trying to raise as Harvard students," said LeCompte, who added that she was donating to both the official and alternative programs.

[Read the full text of this Crimson Daily article here... »](#)

U Of Maryland To Emphasize Annual Giving In Next Campaign



The University of Maryland's seven-year, \$800 million private fund-raising campaign will focus on relieving the university's budget problems by soliciting

donations for scholarship funds, faculty support and day-to-day operating costs, a report by the president's fund raising task force said.

Vice President for University Relations Brodie Remington, who chaired the task force, told the University Senate at its April 1 meeting that using donations for general funding is critically different from past fund raising, which usually brought in endowments for specific programs. Donations solicited over the next seven years, he said, will go to what the task force considers "core priorities," including scholarships and operational funding.

This type of fund raising can be more difficult, said John Blair, director of the Office of Budget and Fiscal Analysis. "Normally people like to give money to a specific scholarship or building that will have their name on it," he said. "It's easier to raise money for those things than for something very general."

[Read the full text of this U of M Diamondback article here... »](#)

What To Do The Year AFTER Senior Gifts?



Many schools run successful senior gift campaigns, and almost as many are stumped about what to do the next year with their first-year alumni. Here's a piece from Connecticut College that ties it all together, by expressing specific appreciation to those first-year graduates that make a gift following their senior year.

The card welcomes the first-year alumni into the Horizon Society, a giving club that **ONLY** recognizes those alumni who have contributed to the college each and every year since graduation. By instilling them as soon as they're eligible, the college is betting that they'll make an effort to stay on board.

Rather than a one-time thank you, the card also reinforces the notion that this will be the first of many alumni annual fund gifts to come. A signature camel sticker represents another thank you for their gift.

If you do a good job getting seniors on board as students, don't surrender them the following year. You got them to give once, get them again!

[Download the Connecticut College thank you card here... »](#)

Here Come The Video Appeals!



The age of the video annual giving appeal is upon us, and I assume it helps if your appellant already has some broadcasting experience. In the case of Ohio University, both Matt Lauer of the Today Show and Leon Harris of CNN have contributed their skills appealing on behalf of the Bobcats.

If you visit the OU web site, note that the video format allows OU to feature well-known celebrities as well as the beneficiaries of gift support - current students.

[See all of Ohio University's video appeals here... »](#)

Emory Combines Reunion & Commencement To Create A Greater Sense of Community



Seventy-one years after graduating from the College, Dean of Alumni Jake Ward ('33C) will again participate in Commencement - this time by inducting alumni into a new society for alumni who graduated from Emory at least 50 years ago. "It's sort of fun that 72-year-olds get to be initiates and Jake, who's 92, gets to induct them," said Gerry Lowery, senior director of campus relations for the Association of Emory Alumni.

Alumni Weekend, which is traditionally held in the fall, will, for the first time, dovetail with Commencement in a joint ceremony dubbed Emory Weekend. Alumni events will be concentrated between May 6 and 8 but will culminate at Commencement on May 10.

The purpose of doubling-up the events is to attract more alumni to campus through the fanfare of graduation, Assistant University Secretary Tricia Stultz said. "The two events [will feed into each other] nicely and let everyone be on campus at what is a really important - and also beautiful - time on the campus," Stultz said.

[Read the full text of this Emory Wheel article here... »](#)

Subscribe To Fundlist And Join The Discussion



FundList has existed for ten years and is the largest email listserv for fundraisers in the world - with more than 2,000 subscribers. It's my third year serving as the moderator of this great annual giving resource. Subscribing is easy, and message postings are completely spam-free!

If you're not familiar with a listserv, subscribers can post questions to the FundList mailbox. Your question gets sent out to FundList's 2,000 subscribers, and you'll receive responses in reply from those who have something to offer. It's a great way to keep abreast of the latest issues in annual giving, and a great way to keep informed about the best new ideas as well.

FundList subscribers additionally enjoy access to the FundList Briefcase - an on-line repository of direct mail pieces, telemarketing scripts, program plans, and hundreds of other samples shared by dozens of institutions through FundList over the years.

Give it a try - It's all free.

[Learn more about FundList here... »](#)

The Next "Innovations" Are Being Compiled



My first conference call with the University of Melbourne didn't go so well. They told me it was 6 p.m. Central time when it was 10 a.m. their time - but they neglected to mention it was also the following day. As a result, I placed my first call to the University of Melbourne 24 hours late.

Other parts of the book are progressing much better, and "More

Innovations in Annual Giving," featuring ten international "departures," will be available in December, 2004 from CASE.

[Order "Innovations in Annual Giving: Ten Departures That Worked" here... »](#)

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