



FIA Conference 2023

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Raising the donor ambition

MIDDLE, MAJOR & PHILANTHROPY
HEATHER LITTLE AND LISA MITCHELL
MONASH UNIVERSITY

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ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, we would like to acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their elders - past, present and emerging - extend that respect to all Aboriginal and Torres Strait Islander peoples here today.

INTRODUCTION



Heather Little

Deputy Director,
Development -
University Fundraising



Lisa Mitchell

Director, Development -
University Fundraising

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VIDEO



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KEY TAKEAWAYS

WHAT YOU WILL GET OUT OF TODAY

- Moving from **relational** to **transformational**
- Creating **shared** value propositions
- The importance of a **culture** of philanthropy
- Showcasing the **power** of philanthropy
- **Growing** the donor ambition



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RAISING THE DONOR AMBITION

WHAT DO WE MEAN BY RAISING THE DONOR AMBITION?

- Taking the donor on a **journey**
- Putting the donor at the **heart** of what we do
- **Surprise** and **delight** with effective stakeholder engagement
- Co-design **solutions** to real world problems
- Be **ambitious** in making the right ask at the right time



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THE INVERGOWRIE FOUNDATION



This project offers an amazing opportunity to enhance the learning opportunities for young women studying STEM, as well as enhancing the online teaching capacities of our next generation of educators.

ASSOCIATE PROFESSOR MICHAEL PHILLIPS

MONASH VIRTUAL SCHOOL FOUNDER

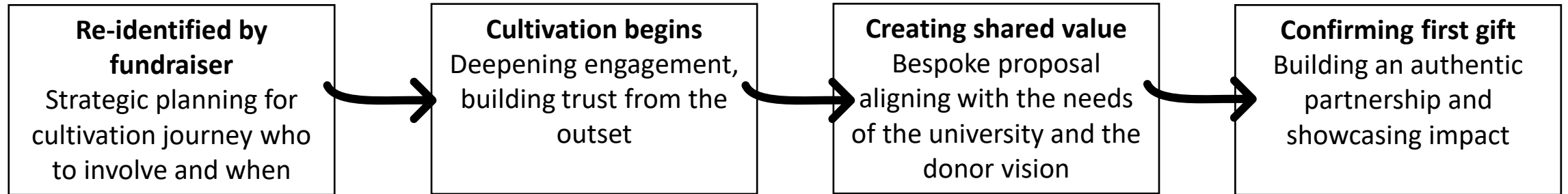


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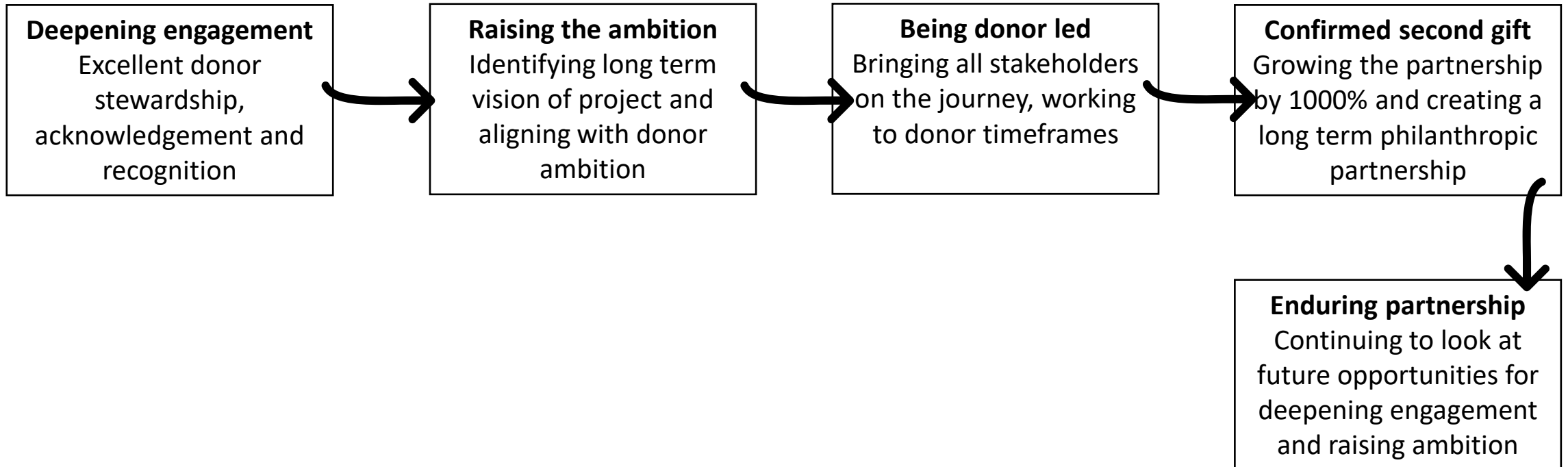
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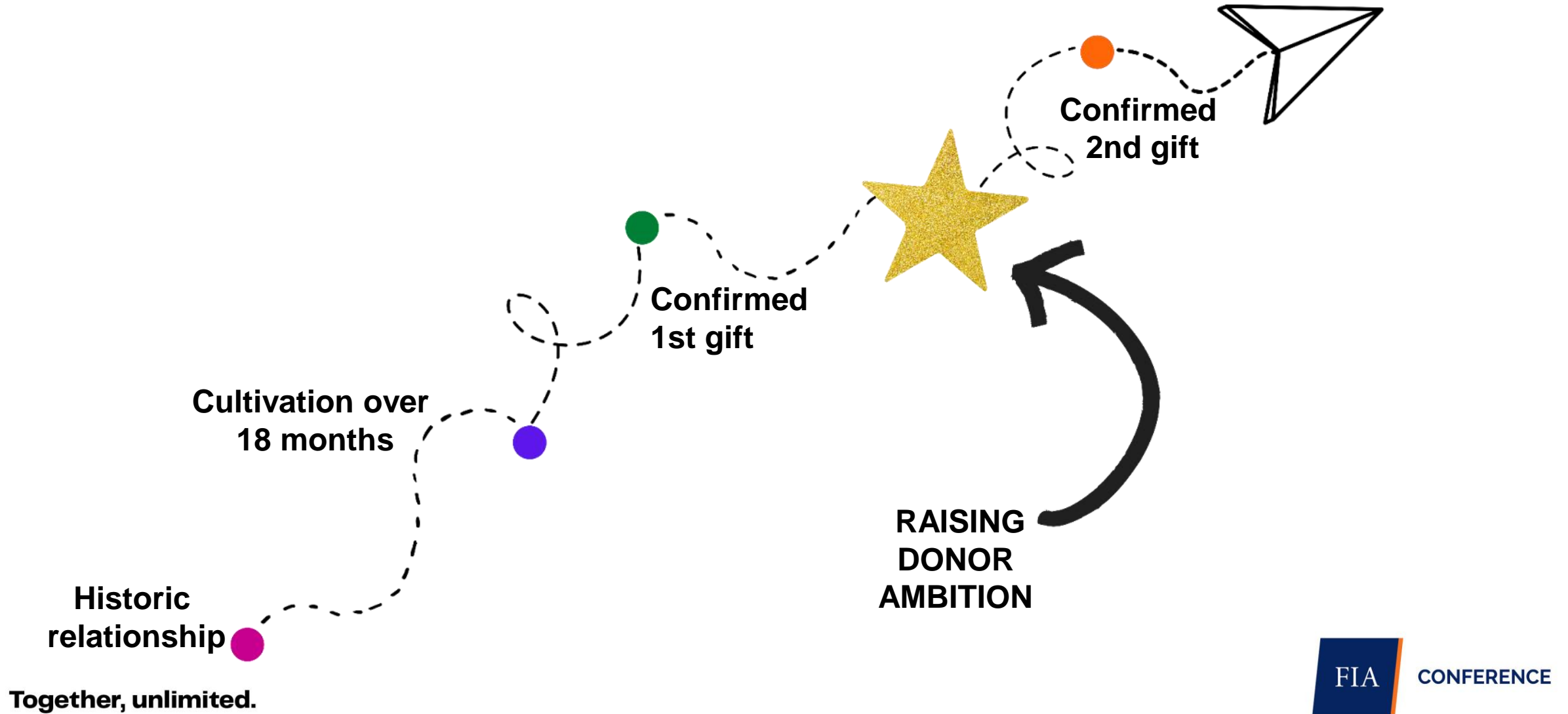
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THE INVERGOWRIE FOUNDATION



KEY TAKEAWAYS

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THE LI FAMILY TRUST



Mr Li is an accomplished leader in bringing Australia and the world together through the universal language of music, arts and education.

We're extremely humbled by Mr Li's passion, energy, enthusiasm and philanthropic contributions to Monash.

PROFESSOR SHARON PICKERING

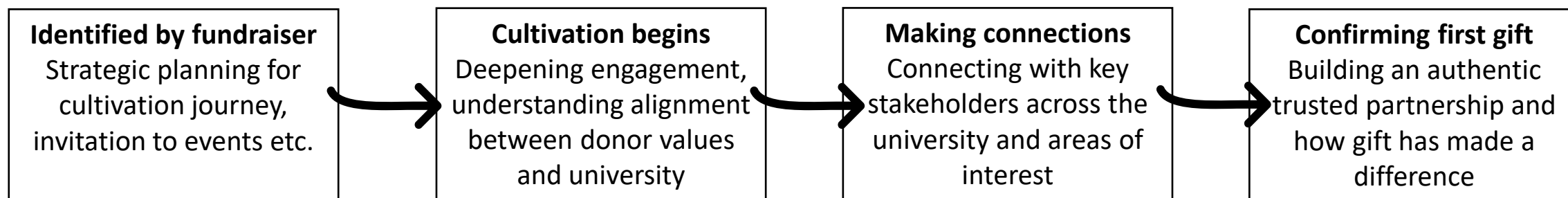
DEPUTY VICE-CHANCELLOR & SENIOR VICE PRESIDENT (EDUCATION)
FORMER DEAN OF THE FACULTY OF ARTS, MONASH UNIVERSITY

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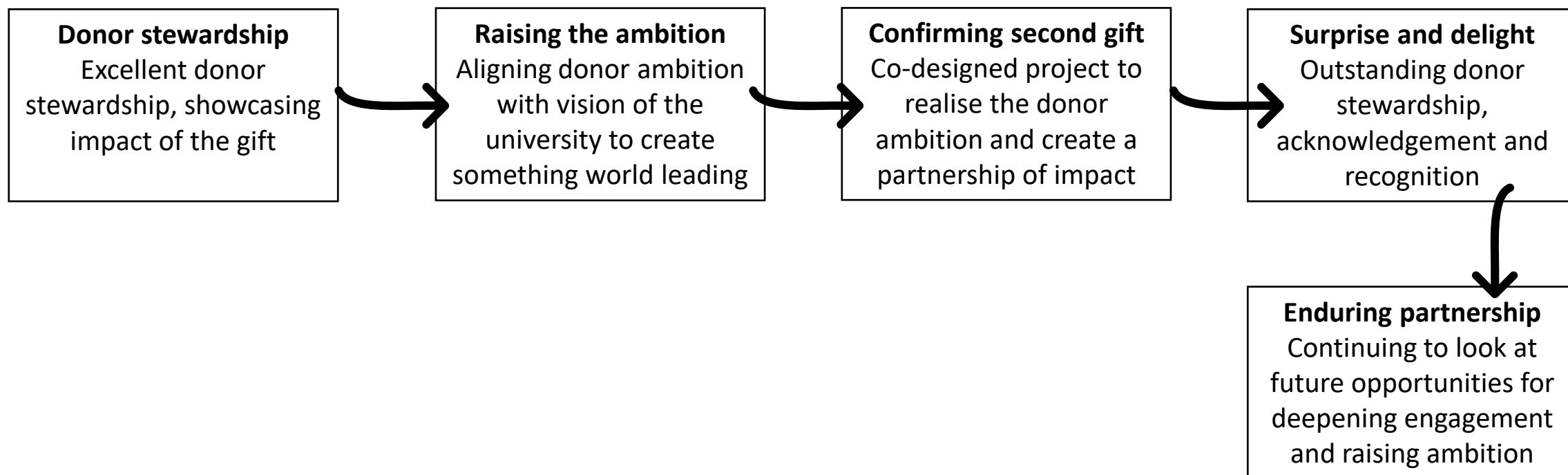
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THE LI FAMILY TRUST



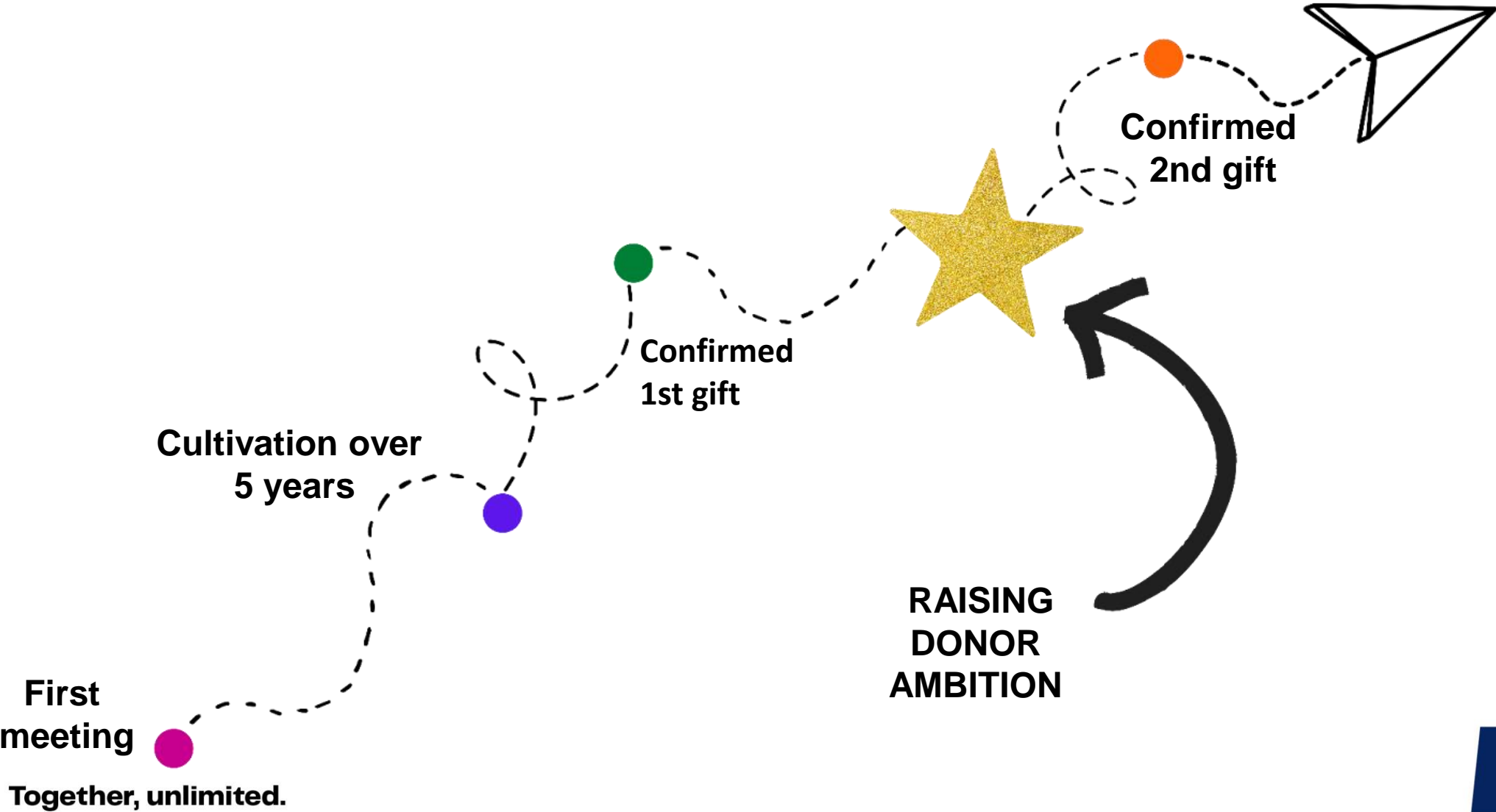
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THE LI FAMILY TRUST



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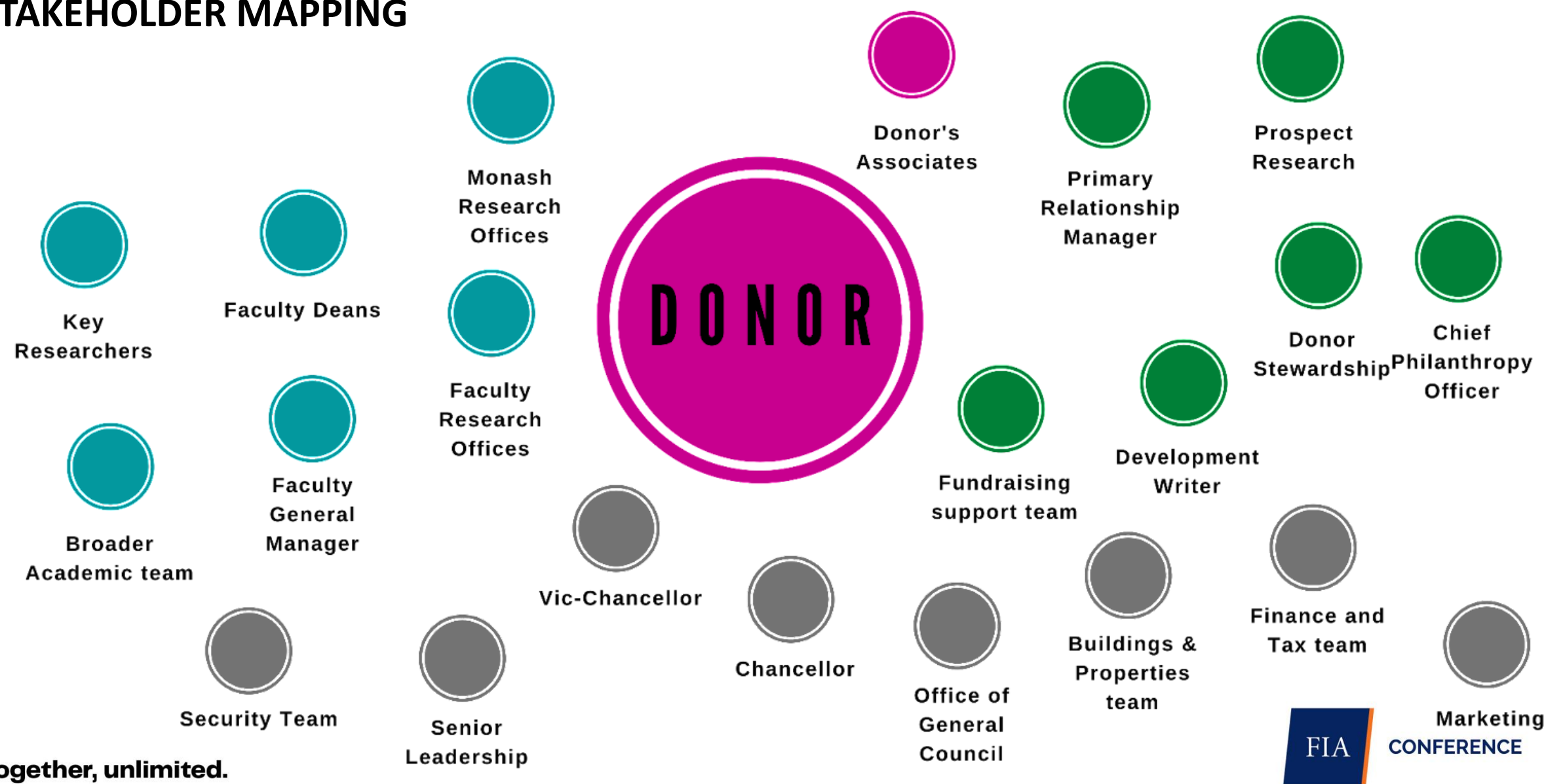


KEY TAKEAWAYS

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STAKEHOLDER MAPPING



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DONOR STEWARDSHIP



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RECAP

RAISING THE DONOR AMBITION

- Being **donor-centric**
- Deeply **engage** with donor motivations
- **Alignment** of donor vision with organisation priorities
- Embed a **culture** of philanthropy
- Create enduring **partnerships**



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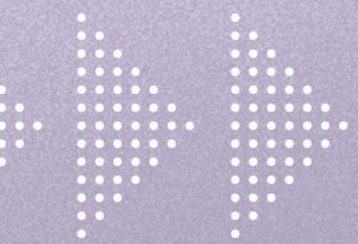


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QUESTIONS



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Thank you

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