

FIA Conference 2023 Together, unlimited.

Raising the donor ambition

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

Together, unlimited.

TRACK SPONSOR





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



Together, unlimited.

VIDEO





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 **powe**r of philanthropy
- **Growing** the donor ambition





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





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





Cultivation begins Creating shared value Re-identified by **Confirming first gift** Bespoke proposal fundraiser Deepening engagement, Building an authentic building trust from the aligning with the needs Strategic planning for partnership and of the university and the showcasing impact cultivation journey who outset to involve and when donor vision



Deepening engagement

Excellent donor stewardship, acknowledgement and recognition

Raising the ambition

Identifying long term vision of project and aligning with donor ambition

Being donor led

Bringing all stakeholders on the journey, working to donor timeframes

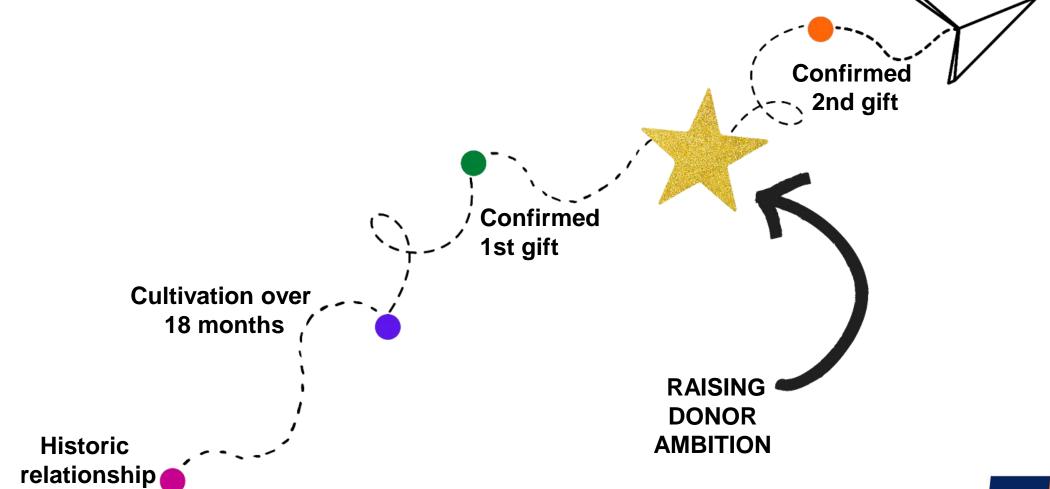
Confirmed second gift

Growing the partnership by 1000% and creating a long term philanthropic partnership

Enduring partnership

Continuing to look at future opportunities for deepening engagement and raising ambition





Together, unlimited.



KEY TAKEAWAYS

- 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









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



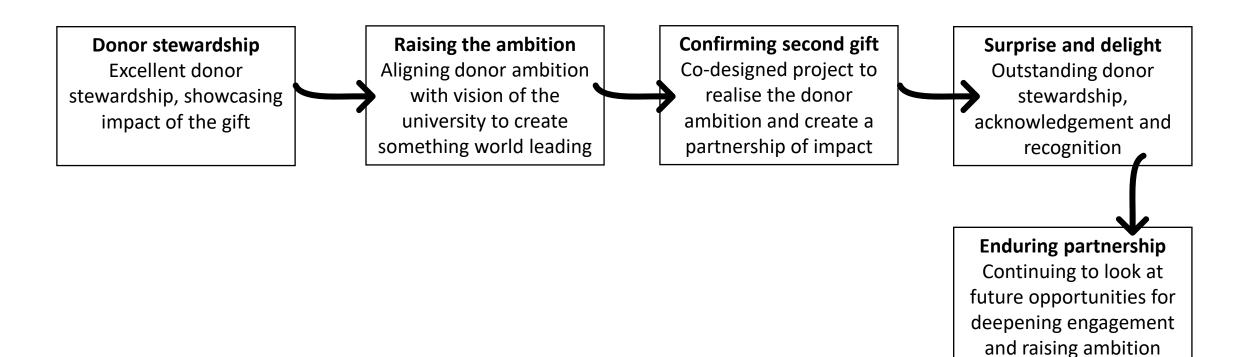
Identified by fundraiser
Strategic planning for
cultivation journey,
invitation to events etc.

Cultivation begins
Deepening engagement,
understanding alignment
between donor values
and university

Making connections
Connecting with key
stakeholders across the
university and areas of
interest

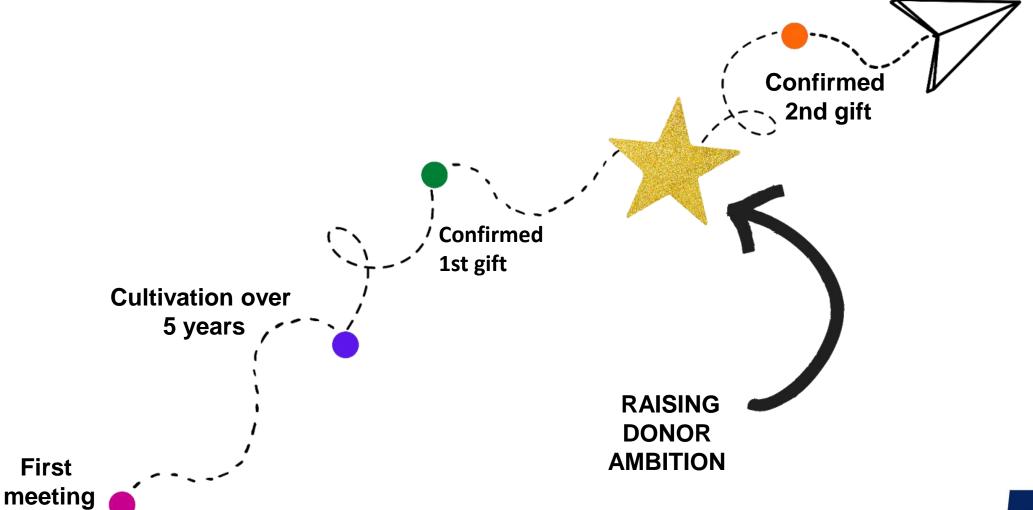
Confirming first gift
Building an authentic
trusted partnership and
how gift has made a
difference





FIA CONFERENCE

Together, unlimited.





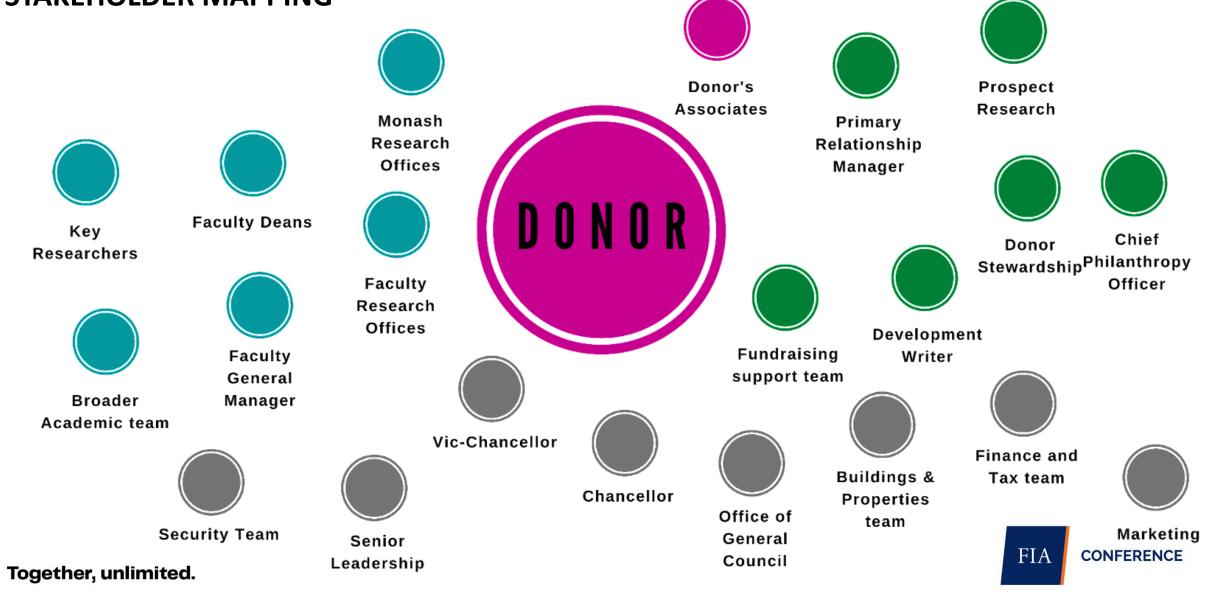
KEY TAKEAWAYS

- 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





STAKEHOLDER MAPPING



DONOR STEWARDSHIP





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



CONFERENCE

QUESTIONS





Thank you

FIA Conference 2023 Together, unlimited.

TRACK SPONSOR



