
Oh, the Bursar and Fundraiser should be Friends

Dr Daniel McDiarmid

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Outline of Presentation

- 9 Cruel Conundra
- 1 cute movie
- 10 Road Rules to Effective Fundraising
- 1 really lame song
- Session rescued by insightful questions and useful answers

Conundrum 1

A: Australian schools forego hundreds of millions of dollars each year because of inadequate fundraising

B: Bursars don't believe A

Conundrum 2

- A: Principals rely on the financial wisdom of their bursars
- B: Bursars have little expertise in fundraising but don't admit same to Principal relying on A

Conundrum 3

A: 500 is greater than 15

B: Rule A does not apply when comparing ROI of fundraising and alternate investments.

Conundrum 4

A: Government Schools can raise funds

B: Politicians would rather schools atrophy than see A in action.

Conundrum 5

A: Schools can receive donations for any purpose

B: Schools behave like A was not true

Conundrum 6

- A: Schools' greatest fundraising opportunity is in bequests (7 year return)
- B: Schools are too short-sighted to give A a chance

Conundrum 7

A: Fundraising staff are great because you can ask them to do anything

B: Fundraising staff don't get results because of A

Conundrum 8

- A: Only a few people in each community can give really large gifts
- B: We don't want to see fundraisers behaving like A is true (spending time with rich people)

Conundrum 9

A: Our school is so important that people will want to give money to it.

B: A is only meant for other people. It doesn't apply to me.

Cute movie

10 Road Rules to Effective Fundraising

- 1 Budget 20% of what you want to raise (more in the first 5 years)
- 2 Ensure fundraisers do nothing other than raise funds

10 Road Rules to Effective Fundraising

- 3 Put a fundraising target on Principal's Selection Criteria, Job Description and Performance Plan

10 Road Rules to Effective Fundraising

4 Measure what matters:

- Philanthropic leadership (___/___ \$)
- \$ donations banked
- Major donors managed
- Bequest conversations
- Alumni give 3 years in a row
- No. of staff giving

10 Road Rules to Effective Fundraising

- 5 Articulate the case for private support of your school and put it through all communications.
- 6 Ask well (ask ready prospects for appropriate, precise amounts for important projects of interest to them)

10 Road Rules to Effective Fundraising

- 7 Dedicate unrestricted gifts and bequests to the School Endowment
- 8 Clarify how fundraising is done at your school and stop sectional interests from cannibalising your program

10 Road Rules to Effective Fundraising

- 9 Develop gift recognition and donor stewardship appropriate to your school
- 10 Be the Bursar who knows fundraising, so you can be source of financial wisdom that the Principal and School need

Oh, the Bursar and Fundraiser should be Friends

...With apologies to “Oklahoma!”

“The Bursar and Fundraiser should be friends,

Oh, the Bursar and Fundraiser should be
friends.

Bursar likes to do the books, Fundraiser likes to
get bequests,

But that's no reason why they cain't be
friends...”

“Finance folks should stick together,

Finance folks should all be pals.

Fundraisers meet School’s big
prospects,

Bursars bank the donors’ cheques...”

(REPEAT)

“I'd like to say a word for the Fundraiser
She came to School and made a lot of
changes

He went outside and met a lot of
people

And now we have to count all the
money...”

“The Bursar is a good and thrifty citizen,
And keeps the School’s finances in
good order.
You seldom see her running up
expenses,
Except at ASBA conferences...”

“The Bursar and Fundraiser should be
friends

Oh, the Bursar and Fundraiser should be
friends

Bursar likes the Building Fund,
Fundraiser's always out to lunch,

But that's no reason why they cain't be
friends...”

“Finance folks should stick together,
Finance folks should all be pals.
Fundraisers meet the School’s big
prospects,
Bursars bank donors’ cheques.”

(REPEAT)

Questions

