UA Foundation Offers New Fundraising Resources and Workshops

UA Foundation
January 2016

From 2008 to 2015, Arizona's public higher education cuts were the nation's steepest, according to the Center on Budget and Policy Priorities. In this challenging financial landscape, the University of Arizona launched Arizona NOW [1], the most ambitious fundraising campaign in UA history.

Arizona NOW is well ahead of schedule, and it's helping faculty achieve their goals, enhancing the student experience and expanding the University's reach. Fiscal year 2015 brought a record $293 million in gifts and commitments and closed with $1.273 billion of the $1.5 billion goal achieved through 300,000 gifts from nearly 85,000 donors.

Because 99 percent of donated funds are allocated for specific purposes, effective development strategies are crucial to directing this support toward particular programs or projects.

Next week, a group of 65 UA department heads will train with expert consultants to improve their storytelling and better understand the motivation to give.

UA employees will be invited to learn from those workshop participants at a follow-up presentation in March, part of the UA Foundation [2]'s "Grants for Lunch" series.

"Come see people put into action what they've learned," said Vicki Fleischer, senior vice president for development at the UA Foundation. "It will be instructive for everyone."

Those who attended the department head training will role-play with volunteers representing donor prospects and receive constructive feedback on how well they connect their department's needs with the donor's interests.

The "Refining and Practicing Your Story Role Play" workshop will be held March 30 from 11 a.m. to 1 p.m. at the Vine Avenue Annex. "Grants for Lunch" sessions are free and offered to all UA employees by the UA Foundation's GIFT Center, which provides additional group and individual trainings and services. Employees can sign up to receive email updates and access materials on the GIFT Center home page. [3]

In the last fiscal year, the center supported employees in bringing in $20 million in charitable grants.

Jill Williams, director of the UA's Women in Science and Engineering Program [4], has attended events and sought advice from GIFT Center staff on finding funders, developing an event sponsorship program and submitting grant proposals.
"Through assistance from the GIFT Center, I was able to secure generous funding from the Marshall Foundation to launch the STEM Outreach and Community Engagement Program," said Williams.

This initiative, also supported by the UA Student Engagement Strategic Investment Fund, connects UA students studying social justice in STEM fields with local schools to develop inclusive STEM education programs.

"I think the GIFT Center is a great resource. They can help you target your efforts in ways that will enable you to save time and improve your chances of securing funding," Williams said.

The UA Foundation's newest fundraising resource is UAccelerate crowdfunding [5], open to anyone in the UA community with approval from the applicable unit director and development officer.

Karey O'Hara, a clinical psychology doctoral student, surpassed her goal of raising $2,200 to conduct her dissertation research project through UAccelerate. The $2,625 she raised will further O'Hara's study of how to best help children cope with high-conflict parental divorce or family dissolution in cases where the parents aren't married.

As a young researcher, O'Hara said, she benefited from trying an alternative fundraising strategy and from learning to communicate with potential supporters.

"It gave me an opportunity to 'sell' my project in a clear and concise way over multiple media—video, social media and email," she said. "The UA Foundation consultants who assisted me were incredibly helpful and instrumental in my campaign's success."

Crowdfunding is facilitated by the UA Foundation's annual giving specialists, who also work with development staff to administer appeals and coordinate efforts in order to prevent donors from being overwhelmed by competing UA requests.

"Fundraising has never been more important, and the UA Foundation helps in many ways," said Fleischer. "We collaborate across campus, including with leadership and staff at colleges, museums and many other main campus units, as well as with Athletics and University of Arizona Health Sciences."

Source URL: https://uaatwork.arizona.edu/lqp/ua-foundation-offers-new-fundraising-resources-and-workshops

Links: