



Principal Level Donors – An Un-Session

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Susan Rankin

- Director, Stewardship & Donor Relations at McMaster University, since 2006
- Founded in 1887 in Toronto through a bequest from Senator William McMaster
- Relocated from Toronto to Hamilton in 1930
- 26,000 full time students (undergrad/grad)
- 170,000+ alumni in 137 countries
- Last campaign in 2010 raised \$474M
- \$38,745,685 raised in 2015 (goal: \$21.5M)
- Cost per dollar raised: \$0.12
- 97.5% of our donors are individuals
- Use ADVANCE database (Ellucian)



At McMaster...

- University Advancement team = approx. 70
- Stewardship & Donor Relations = Team of 5
 - Director
 - Two (2) Senior Stewardship Officers
 - One (1) Intern
 - One (1) Assistant
- Work primarily in area of principal donor stewardship
- Approx. 150 donors
- McMaster's Top 20 donors



Trending now...what are we seeing in our profession?

- Focus on Principal level donors
- Complexity
- A family affair + + +
- Increased engagement
- Gift planning
- Impact reporting
- Engagement of senior leadership

OTHER?

- What are you seeing in our industry?
- At your organization?
- Is this trend likely to last?
- What is coming next?
- Your best moves...

Sharing ideas...

- Your best stewardship touches?
 - What made it so great?
 - Decision making process?
- Where do you get your best creative ideas?
 - Yes, that's a serious question!

Some of what we have done...

- Meaningful engagement
- One size does not fit all
- Engage family members
- Engage allied professionals, advisors
- Unexpected gestures, celebrate milestones
- Look for opportunities
- Planning well in advance!

Q&A / Thank You!

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