

Nonprofit Fundraising Crisis and Scandal? Donor Relations Time To Shine!

@donorguru



LYNNE WESTER



DONOR RELATIONS GURU

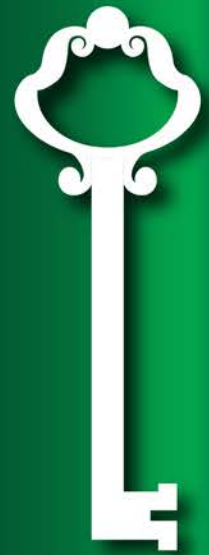


- **Issue** – a topic of discussion, a matter in dispute or a sensitive subject within an organization, industry or society
- **Accident** – an unexpected and undesirable event, usually one resulting in damage or injury
- **Emergency** – a serious situation or unexpected occurrence that demands immediate action and communication
- **Crisis** – a critical or decisive point at which an organization's response to an issue, accident or emergency threatens the reputation and/or future standing of the organization
- **Goal:** Prevent issues, accidents and emergencies from becoming crises

“

**AN OUNCE OF
PREVENTION IS
WORTH A POUND
OF CURE**

BENJAMIN FRANKLIN



I HAVE A PLAN



GIVE ME YOUR MONEY

Charities Deal With a Stream of Lawsuits From Disenchanted Donors

Challenges raise thorny questions about a benefactor's demands and a nonprofit's responsibility to adhere to them

By Debra E. Blum

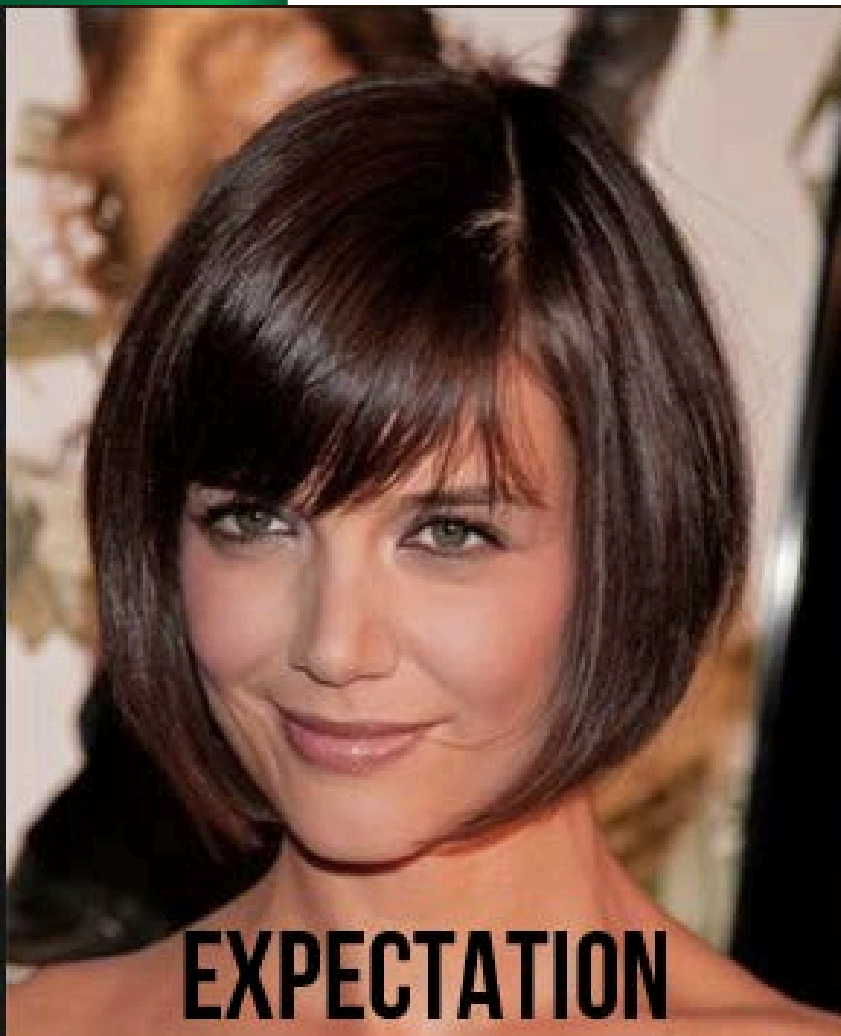


MALCOLM
GLADWELL

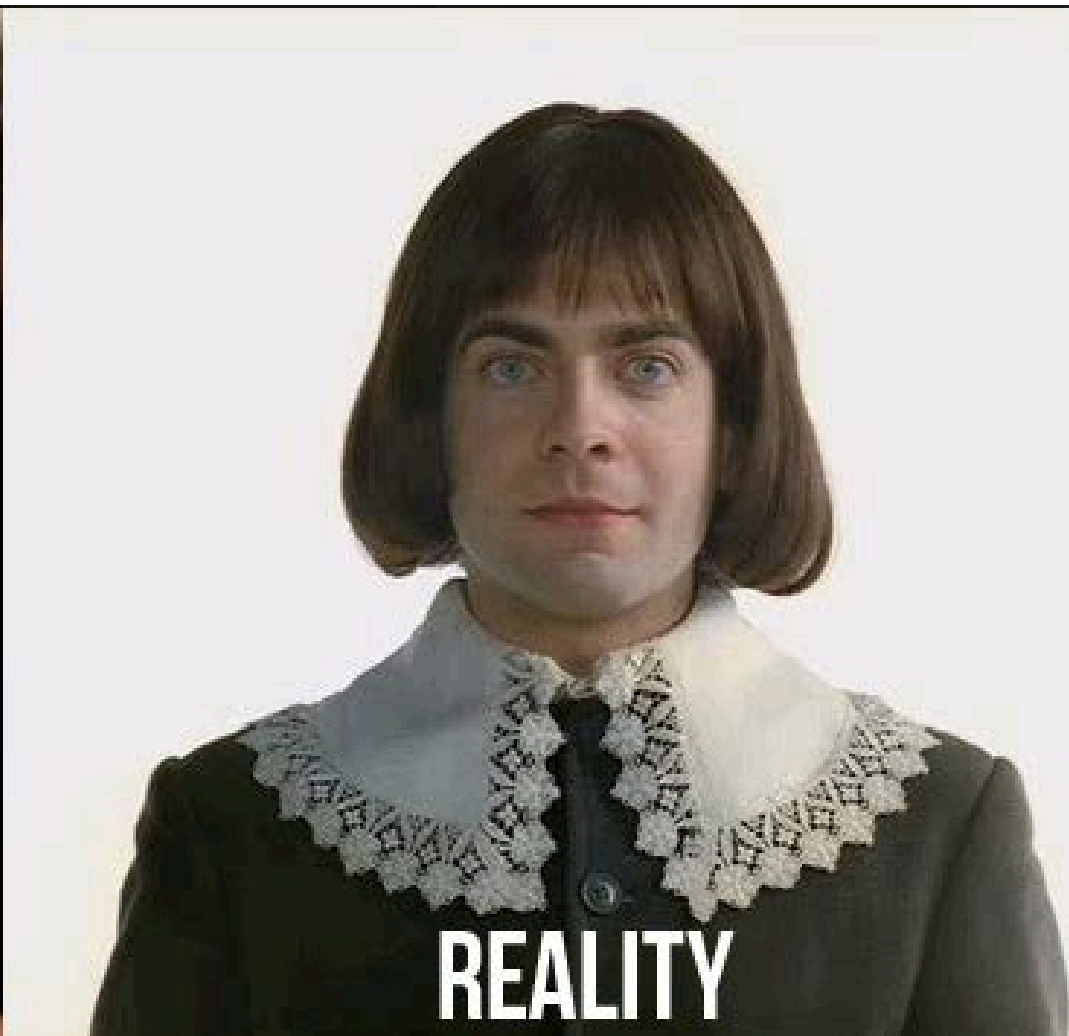
Revisionist
History

*The longer you delay, the higher the cost –
\$\$ and reputation*





EXPECTATION



REALITY

MY LIFE IN DONOR RELATIONS:



What I think I'm Like:



My Reality:





5 STEPS to SERVICE RECOVERY



Hear
Empathize
Apologize
Resolve
Diagnose

Miami University donor gets 50 years for fraud

Staff, wire reports

Updated 9:34 a.m. Friday, April 9, 2010 Filed in [Crime](#)

None — ST. PAUL, Minn. — A federal judge sentenced fallen Minnesota tycoon Tom Petters to 50 years in prison on Thursday, April 8 for orchestrating a \$3.7 billion Ponzi scheme that counted hedge funds, pastors, missionaries and retirees among its victims.

Over the years, Petters made millions of dollars in payments on gift pledges to Miami University. Donations totaled \$14 million in honor of his

Lesson Learned...

if it walks like a duck, quacks like a duck, and acts like a duck, it could be a dragon doing a duck impersonation.



som^{ee}cards
user card



CALIFORNIA

LOCAL

LA TIMES

Fundraising at USC tumbles amid medical school scandals



By HARRIET RYAN, MATT HAMILTON and PAUL PRINGLE FEB 07, 2018 | 5:00 AM



ADVERTISEMENT

Today's Mortgage Rate

3.18% APR

15 Year Fixed



Lesson Learned



Madoff Haunts Yeshiva as University Slides to Junk: Muni Credit

Michael McDonald and Brian Chappatta

January 21, 2014, 6:36 PM PST

Yeshiva University lost about \$100 million when Bernard Madoff, a trustee, was revealed to be a fraud in December 2008.

Flowers delivered

Lesson Learned



CONFLICT

OF

INTEREST

Out-of-Control Foundation

New report gives a blow-by-blow account of unbudgeted spending, unapproved action and endowment losses at Uni


By [Rick Seltzer](#) // June 9, 2017

[14 COMMENTS](#) 




Lesson Learned





A crisis mindset requires the ability to think of the worst-case scenario while simultaneously suggesting numerous solutions. Trial-and-error is an accepted practice, as the first line of defense might not always work. It's necessary to maintain several strategies in your contingency plans and to be always on alert.



University of Texas at Austin Removes Confederate Statues in Overnight Operation

By JONAH ENGEL BROMWICH AUG. 21, 2017



Lesson Learned

Don't believe everything you hear:
Real eyes, Realize, Real lies

— *Tupac Shakur* —



abc NEWS

HURRICANE HARVEY
SATELLITE AND RADAR



Livestrong adjusts to life without Lanc

[Brent Schrottenboer](#), USA TODAY Sports

Published 8:25 a.m. ET May 4, 2016 | Updated 1:21 p.m. ET



Four years after Lance Armstrong's departure from the Livestrong Foundation, the charity is a shadow of its former self.

Lesson Learned



ELSEWHERE ONLINE

JUNE 01, 2015

Wheaton College Removes Former Speaker's Name From Policy School Following Indictment

Following the federal indictment last week of former speaker of the House of Representatives J. Dennis Hastert, his alma mater announced it would remove his name from its school for economics, government, and public policy, *The New York Times* reports.

TELEVISION

To Revoke or Not: Colleges That Gave Cosby Honors Face a Tough Question

By SYDNEY EMBER and COLIN MOYNIHAN OCT. 6, 2015

Every spring for decades, a similar scene played out at colleges across the United States: Students picked up their degrees — and Bill Cosby stood alongside them.

Amid Misconduct Allegations, Professor's Name Stripped From Building

By [Scott Jaschik](#) // March 10, 2017



Lesson Learned

mo · ral · i · ty



How Do You Lose \$250M?

What would have been the largest donation ever to a liberal arts college isn't headed to Centre College and it's not exactly clear why.

September 10, 2013

By **Ry Rivard**

A \$250 million donation to Centre College won't happen, and it's a bit unclear why. College officials and the head of a Bermuda-based trust offered differing accounts Monday of the massive deal's sudden collapse.



Donor Pulls \$100,000 Gift Over Westfield State President's 'Lavish Spending'

August 29, 2013

A donor has withdrawn a planned \$100,000 contribution to Westfield State College to protest what he called the "lavish spending" of President Evan Dobbelle, whose personal charges to a university foundation account have him under intense scrutiny, *The Boston Globe* reported. John P. Walsh, who heads a cosmetics company, told the *Globe* that he was "appalled" at **Dobbelle's behavior**, in which he reportedly made extensive (and expensive) personal charges for significant out-of-state and international travel, among other things. Dobbelle released a statement to the *Globe* in which he said Walsh had never formally pledged the money he is said to be withdrawing, and that he expected a report to be released today to find that there were "no personal expenses at issue."



When College Scholarship Programs Falter

Wealth Matters

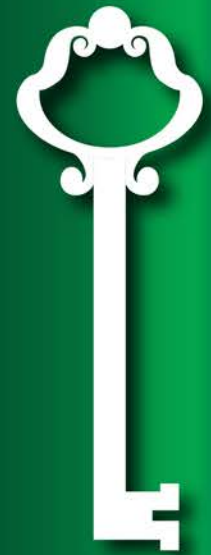
By PAUL SULLIVAN JAN. 22, 2016



5 KEYS



**PROMPT
COMPASSIONATE
HONEST
INFORMATIVE
INTERACTIVE**

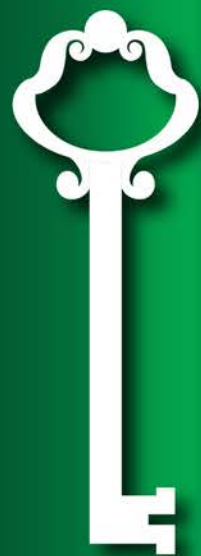


The Price of Perpetuity: Has the Renaming of Avery Fisher Hall Changed the Naming Rights Game?

POSTED BY DAVID BASS ON MARCH 31, 2015

Last year, colleges and universities raised over \$34 billion in private support. The vast majority of that figure were major gifts—many of which came with naming rights. Ideally, naming rights demonstrate the importance of philanthropy and honor the generosity, commitment, and, in some cases, vision of donors.

In March, Lincoln Center announced that Avery Fisher Hall would be renamed Geffen Hall. The Fisher name was conferred in perpetuity for a \$10.5 million gift made in 1973. Forty years later, the hall is in need of a \$300 million update. The original donor is deceased, but heirs have been known to litigate to enforce the terms of ancestral gifts. To create a new naming opportunity, Lincoln Center paid the children of Avery Fisher \$15 million in a deal that allowed the facility to be renamed.





**I HAVE A UNIQUE SET
OF SKILLS**



OVER ONE MILLION COPIES SOLD

Foreword by Stephen R. Covey

author of The 7 Habits of Highly Effective People

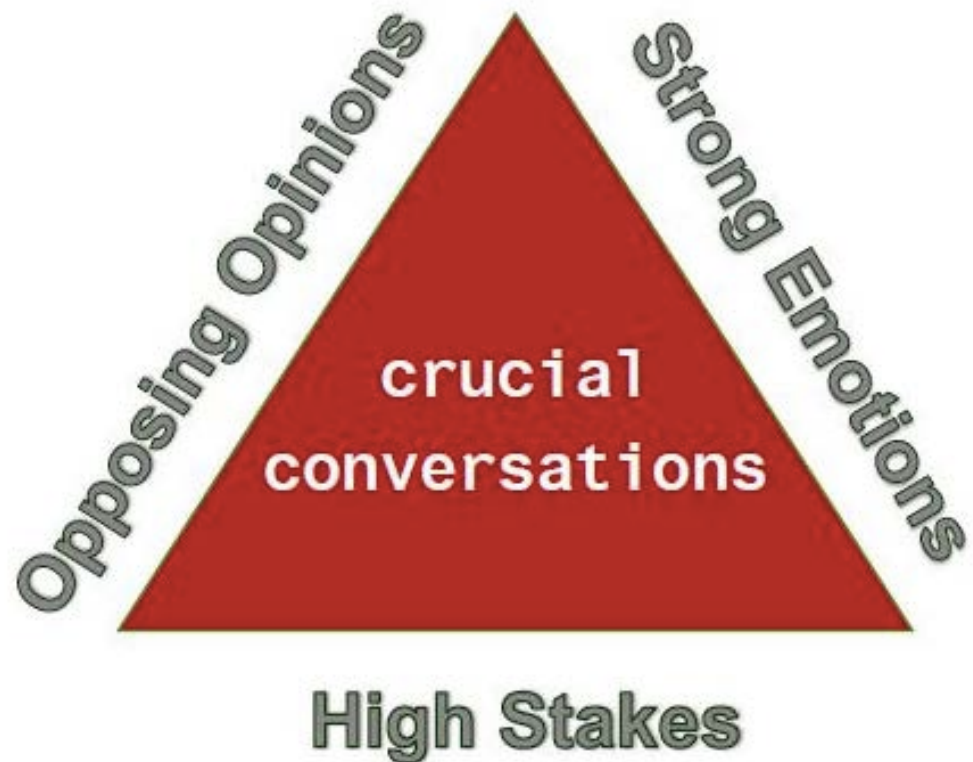
crucial conversations



Tools
for talking
when stakes
are high

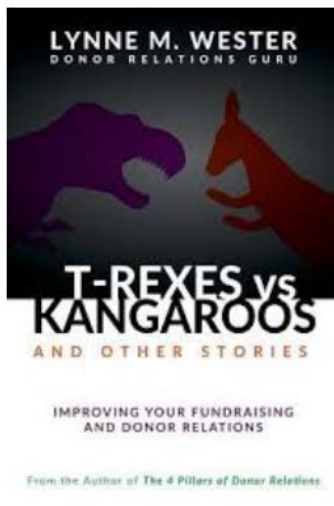
The
New York
Times
BESTSELLER

KERRY PATTERSON, JOSEPH GRENNY, RON McMILLAN, AL SWITZLER



Thank YOU- Reach out to Me:

- Lynne M. Wester
- @donorguru
- www.donorrelationsguru.com
- lynne@donorrelationsguru.com



THE 4 PILLARS OF DONOR RELATIONS

By
Lynne M. Wester
Director of Alumni Programs and Engagement
University of North Carolina at Charlotte
Donor Relations Guru®

ACADEMIC
IMPRESSIONS

