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ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS



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PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Every Donor Has a Story

Kathryn Munro

Executive Director, Recognition and Stewardship

Dartmouth College

Your “Why”

As a donor relations professional, one of your primary responsibilities is to **KNOW** your organization’s donors.

WHY DOES THIS MATTER?

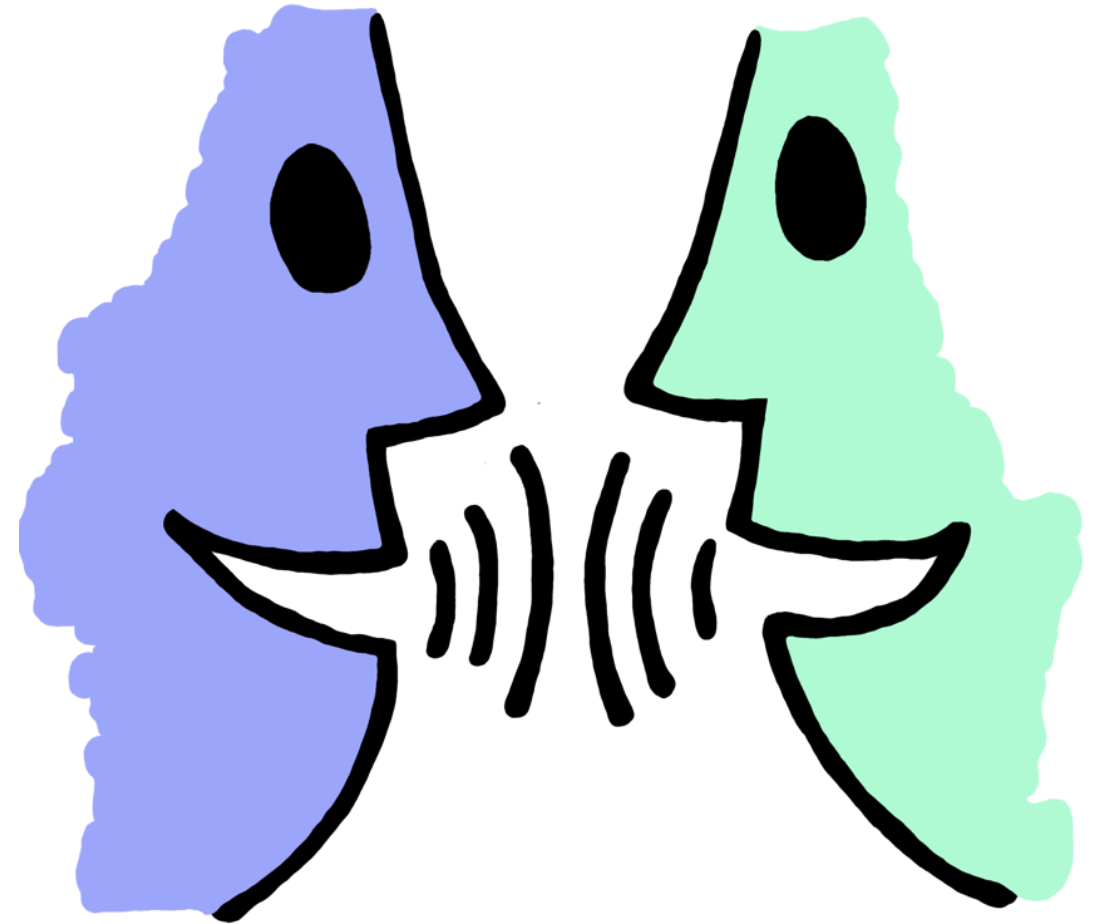


Show 'em You Know 'em*

- When a donor feels known and heard, they are more likely to continue to invest
- Connection and alignment of the donor's values with the institution's values to better serve both parties

2021 RKD Group Study

Our findings indicate that the biggest differentiators between donors who had weak and strong relationships centered around the notions of feeling valued and involved.



*Mark Lanum, Brown University

** <https://info.rkdgroup.com/listen-up-ebook?submissionGuid=e6751e69-fade-454f-9d2c-27cf612d5380>

Communications

OUTGOING

- Institutional news
- Proposals / Solicitations
- Acknowledgements
- Pledge reminders
- Financial Reports
- Narrative Reports
- Invitations
- Event messaging

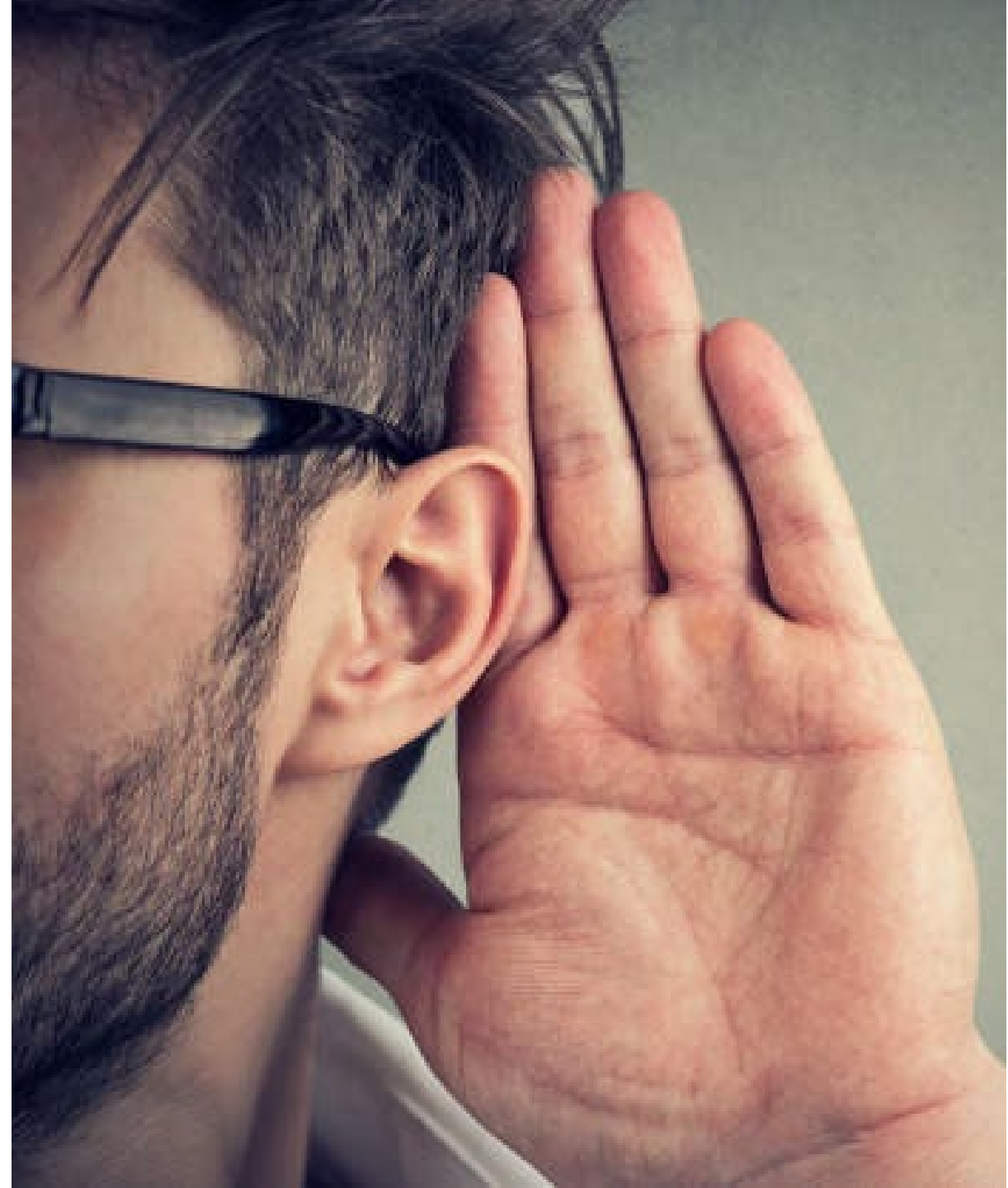
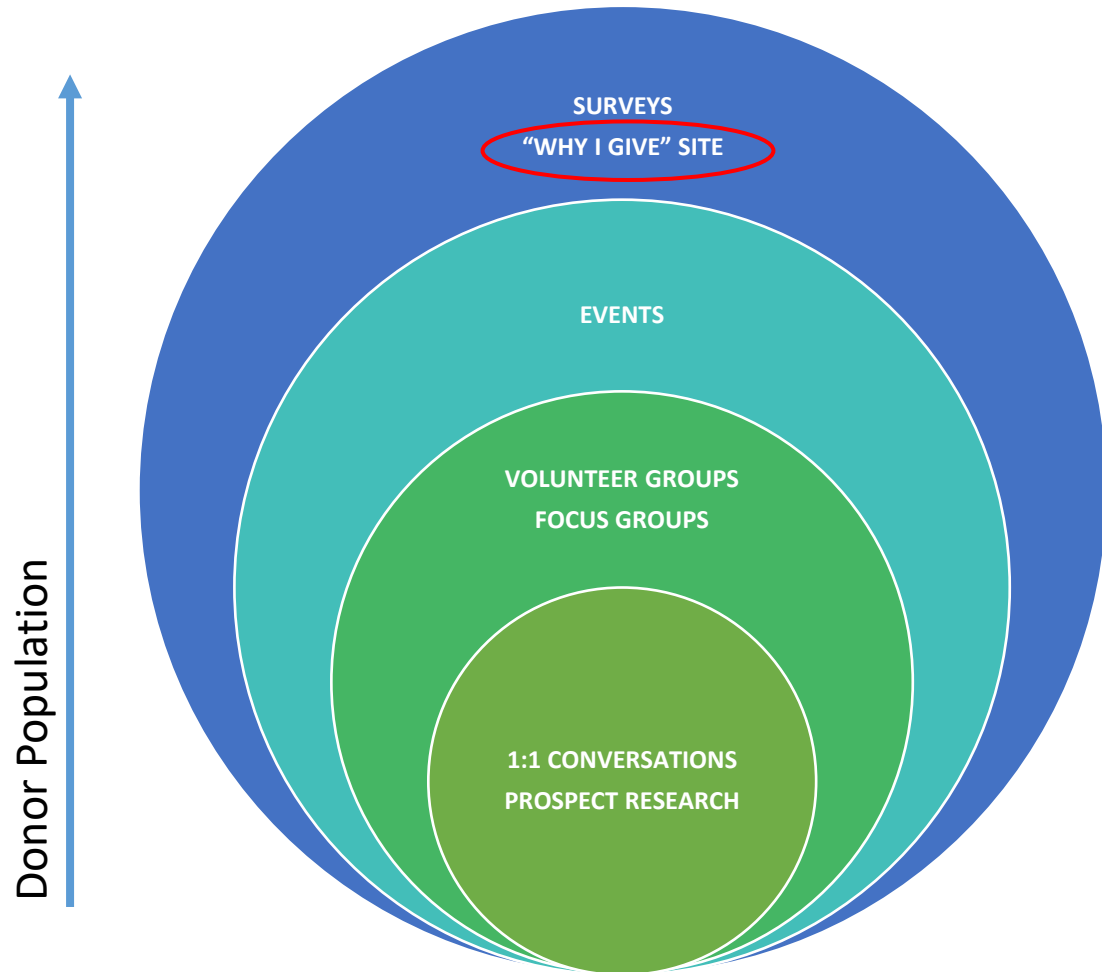


INCOMING

- Responses to outreach
- Commitments / Payments
- Survey responses

Listen Up!

How can we know our donors better?
By creating forums to listen to them.



Why I Give Sample Page

<https://calltolead.dartmouth.edu/your-impact/donors>

all these years. A very special place.

Barbara Rubens W'55

“

“Dartmouth changed my life and opened a whole world of opportunity! Some of my fondest memories and closest friends came from my time at Dartmouth.”

W. Matt Kelly '95

“

“Dartmouth shaped my love for the outdoors and critical thinking.”

Pamela Cochran GR'93

“

“When I matriculated to Dartmouth, it was only 35 percent women. I learned to stand up for myself and to speak up for other women. I found excellent women mentors who helped me to assume the authority of leadership, even when it was resisted. Being a woman at Dartmouth equipped me well to become a professional theatre director and then an Episcopal priest—both roles historically constrained to men. I'm so grateful for the call to lead at Dartmouth.”

Julia Whitworth '93

support system for over 30 years. Taking part in this campaign with them is a privilege.”

Melissa Ridgley Biondi '92

“

“As a member of the Dartmouth track and field team, Chi Delta Sorority, UGA of Shabazz, and a Rockefeller Center employee, Dartmouth became a second home for me. All the professors and friendships among the community I created truly impacted me positively. My growth as an academic and volunteer has continued since I graduated. I want other women to reap the benefits and opportunities that Dartmouth offers throughout my undergraduate experience.”

Amelia Ali '19

“

“I give because someone gave to support me.”

Douglas Zipes '61 MED'62

“

“As an international student, I was touched by the call from a fellow alum, Jim Rager '71, to support a fund for talented international students to

tomorrow can have the same opportunities that the alumni of the past provided to me!”

W. Kyle Gore '84

“

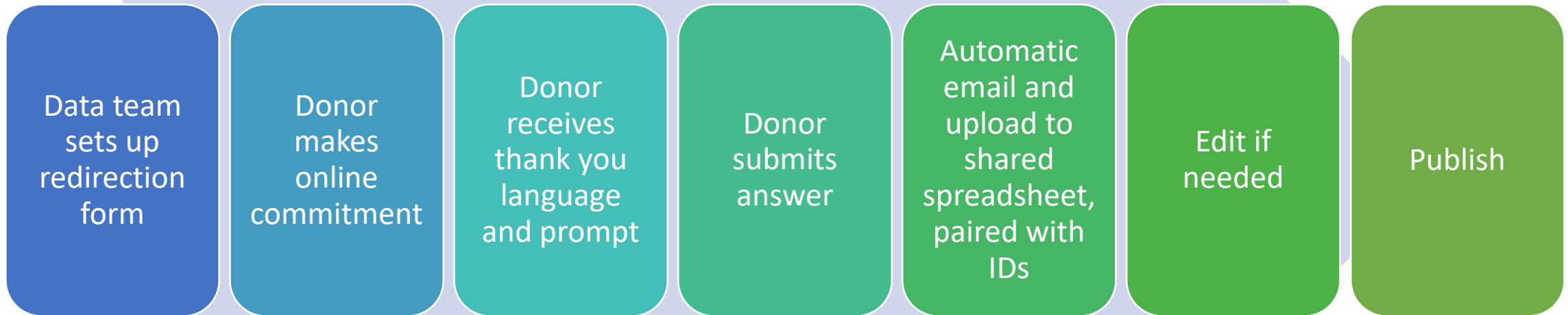
“I give to the Tucker Foundation, because I feel that a donation to the Tucker Foundation is 2x a donation. I was able to volunteer both in the Upper Valley and abroad as a Tucker Fellow. I am so appreciative of the experiences I had, I donate to pay it 'backward' to other Dartmouth students so they have the opportunity to make a difference through service.”

Betsy Heafitz '89

“

“I give because I value the experiences and opportunities that Dartmouth offered to me as an undergraduate. I also really value the opportunities that are available to me as an alumna of the school, especially with the increased efforts to reach out to alumni virtually. In addition, I am an educator, and now more than ever I see the need for expanded resources and information related to mental health for young people. I am gratified to see that Dartmouth has established a fund and new initiative to address the need for a

The “Why I Give” Process



1) Upload in system as contact report

2) Spread joy (alert fundraiser or others who might find quote meaningful)

Thank You for Answering The Call to Lead

Your support is an investment in the extraordinary potential of current and future generations of Dartmouth students. At Dartmouth, we choose to lead. This has been our mission for more than 250 years, and it's what defines us. Your contribution plays an important role in enabling us to continue to deliver the unique learning experiences that draw out the very best in our community of leaders—the leaders who will carry us through challenging times like these.

Share Your Story

Every gift to The Call to Lead has a personal story behind it. Tell us yours. How has Dartmouth shaped your life? What has inspired your support of the campaign?

Responses will be compiled and may be posted on our [website](#).

Why I give:

Show name as:

Show as anonymous: No Yes

SUBMIT

What Makes This Tool So Effective?

- 1) Once it's set up, it requires very little maintenance
- 2) Gives the donor a voice
- 3) The institution learns what matters to the donor (important for future communications and solicitations to that donor)
- 4) The institution can find patterns (“Wow, a lot of donors really care about XYZ. How can we leverage this data to boost social media traffic, expand funding priorities, etc.?”)
- 5) Timing of input is critical. When asked to think about the “why,” donors are attaching meaning to their gift. It becomes more than just a transaction but an expression of their values and helps them feel more connected.
- 6) Inspires others to give
- 7) Multiple applications:
 - Web
 - Social Media
 - Narrative/impact reports
 - Video
 - Boosting internal morale



The Gift That Keeps On Giving ...

\$2.89 billion raised

\$3 billion goal

WHY I GIVE

“Supporting Dartmouth’s mission and STEM diversity in particular will help our country and global community progress and move forward.”

—JAY HOLE '81 TH'82

Thank You to All Who Gave This Year

More than 36,000 alumni, parents, and friends gave to Dartmouth through The Call to Lead last year for myriad reasons—expressing gratitude, helping future students, creating a better world.

[Read More](#)

DARTMOUTH WOMEN ON WHY THEY GIVE

ALUMNAE LEADERS REFLECT ON THE TRANSFORMATIVE POWER OF GIVING

DARTMOUTH WOMEN HAVE redefined and elevated the voice of alumnae in U.S. higher education fundraising. Three historic achievements underscore the leadership of Dartmouth alumnae in The Call to Lead campaign: establishing the Centennial Circle of Dartmouth Alumnae to provide financial aid, leading the \$42 million renovation of Dartmouth Hall, and more than 100 women making a gift of \$1 million or more. Here, several alumnae share their thoughts on these successes and how they've changed fundraising at Dartmouth.



The power of one alumna asking another alumna to give was fundamental to the success of our work. Many Dartmouth women had never been asked previously to participate meaningfully in a campaign. For some who were asked, it was because a gift officer saw it as a path to meet our husbands. That was my experience, and it was infuriating. I vowed that I would only get involved with a fundraising campaign if women were full partners.”

—ELIZABETH COGAN FASCITELLI '85



I love that we’re guaranteeing 100 percent of financial need and dropping the requirement for loans, but there’s more to supporting students than that. We have students on campus who need insights and need to know they can pursue their passion and major in disciplines such as math, even if they can’t envision what their career will be—that’s the path I took. Long term, I’m looking to help students who are passionate about STEM.”

—FEMI WASSERMAN '99



What inspired my gift to Dartmouth was pretty simple: other women. I was fortunate to be serving on the Board of Trustees when the idea for the Centennial Circle came about. It started as a small group—but that circle widened quickly, and ultimately the momentum produced something of a glory spiral. When the Dartmouth Hall project came into focus, it was the right time to think expansively. And that’s exactly what happened. All the right ingredients were here: vision, teamwork, thinking outside the box, wanting to make a difference.”

—DENISE DUPRÉ '80



Cultivating alumnae in a direct manner with a peer-to-peer solicitation effort was, in my opinion, a pivotal step in launching a broader appeal for these other, specific women-led philanthropic initiatives. The Centennial Circle engendered a community concept in support of financial aid while also connecting women to one another, igniting the power that each holds individually, and that has continued to resonate very positively with many alumnae.”

—LESLIE DAVIS DAHL '85



Dartmouth is always evolving and always improving. But one thing that I’ve always felt, as a student and now as an alum, is how much Dartmouth students and alums support and look out for each other. When I think about that, I picture an invisible squad of Dartmouth alums cheering me on from every corner of the world. When I give to Dartmouth, it’s my way of amplifying my support for the parts of Dartmouth that are most meaningful to me, and of letting today’s students and the students to come that I support them.”

—CAROLINE HRIBAR '00



As eloquently stated during the 50th anniversary of coeducation celebration, “We stand on the shoulders of those who came before us.” Joining Dartmouth alumnae in The Call to Lead campaign is a meaningful way to both honor the remarkable and pioneering women of Dartmouth and to inspire the next generation to keep pushing boundaries.”

—ASHLEY DONNENFELD SHACKELTON '05

“AT SOMEONE ELSE’S DREAM MAY LIVE.”

ANONYMOUS

“I GIVE TO ENSURE OTHERS THE DARTMOUTH DREAM!”

JESSICA CHIRIE

“I GIVE TO SUPPORT EXCEPTIONAL STUDENTS WHO WOULD NOT OTHERWISE BE ABLE TO ATTEND DARTMOUTH.”

MICHAEL FRANCIS BURKE '80

“DARTMOUTH GAVE ME THE CONFIDENCE TO KNOW I COULD DO ANYTHING.”

MARISA HOWE '98

“EDUCATION IS THE KEY TO A BETTER WORLD.”

FRANK J. GUARINI '46

“DARTMOUTH CREATED A PATH AND REPRESENTS A POWERFUL ALLY IN OUR FUTURE WORLD.”

KIHARA R. KJARIE '96

Questions?



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Contact me!

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Join Us at the 2023 Annual International Conference October 5 – 7 in Minneapolis!

CULTIVATING
A CULTURE OF CARE

ADRP ANNUAL INTERNATIONAL CONFERENCE

Minneapolis
2023

