



ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS



## **2018 Donor Relations Case Study Information – University of Colorado Anschutz Medical Campus Office of Advancement**

### **About the University of Colorado Anschutz Medical Campus Office of Advancement:**

CU Anschutz is the largest academic health center in the Rocky Mountain region. The campus combines interdisciplinary teaching, research and clinical facilities. We prepare future medical professionals to redefine the health care of tomorrow and provide the best available health care today at two nationally recognized hospitals. We are speeding progress to novel therapies and innovations with transformative potential for our state, our region and our world.

### **Donor Relations Program Narrative:**

Our fundraising is based on fiscal years, which run from July 1-June 30 and the numbers below are by CASE counting standards.

FY2012 = \$120,375,345

FY2013 = \$132,295,409

FY2014 = \$163,212,187

FY2015 = \$168,766,484

FY2016 = \$201,644,379

FY2017 = \$203,695,906

As of February 2014, the CU Anschutz Office of Advancement had hardly any emphasis on donor relations and stewardship. Stewardship was something that individual development officers did on their own, but it was never a focus of their job or stressed as an important aspect of their donor relationships. At the time, only two people oversaw donor relations – managing everything from fund agreements to acknowledgements, events, and fund management. Because they were spread so thin, the donor relations staff couldn't do much more than the basics or reach beyond what they were currently doing.

Our current Vice Chancellor for Advancement, Scott Arthur, took the helm of the CU Anschutz Office of Advancement in June 2014. Almost immediately, he emphasized the vital role of stewardship in development work and began establishing a new culture among the entire staff. At that time, the office began to restructure the donor relations team, designating a dedicated Stewardship Coordinator and hiring an Event Coordinator in May 2015. From there, they further expanded the team, hiring another Event Coordinator and another Stewardship Coordinator, and promoting the original Stewardship Coordinator to Donor Relations Manager. The office also hired a Development Assistant to support the Events and Stewardship teams. The entire advancement office was restructured in order to surround development officers with support from all angles including: events, stewardship, communications, and administrative assistance, so that they could focus on fundraising.

With these additional hires, and a larger budget for stewardship programming, the donor relations team has been able to turn around acknowledgement letters much more quickly, start a thank you calling program, begin a broad-based impact reporting process, and create customized engagement plans for their top tier donors. The added bandwidth has able enabled the team to create two new signature events – an Endowed Chair Celebration and a Loyal Benefactor Celebration – and to expand other stewardship activities and programs.

**Donor Relations Pride Points:**

- Donor Relations Strategic Plan and Growing Our Team
- Benefactor Recognition Policy Development and Implementation
- Implemented multiple programs that ensure a growing number of benefactors are receiving a standard level of stewardship throughout the year such as the core stewardship program, broad-based impact reports, birthday cards, thank you calls, and gift acknowledgements.

**Some Fundraising Data Points of Interest:**

- New donor acquisition rate of 79%.
- New donor acquisition rate of 69% for donors of \$250 and higher and 41% for donors of \$5,000 and up.
- Increase from 3,964 donors in 2013 to 5,860 donors in 2018.
- 9% of donors are giving 98% of contributions.
- 20% of donors are giving 99% of contributions.

**A Thought from the University of Colorado Anschutz Medical Campus Office of Advancement Donor Relations Department:**

“The thing I think makes our donor relations work most special at the University of Colorado Anschutz Medical Campus Office of Advancement is our focus on being benefactor-centric. We serve as an advocate for the benefactor through focusing on the meaning of their gifts, not solely the amount.” – Nicole Rodriguez

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**This study was** authored as a collaborative effort between ADRP and GiG/FEP in an effort to show the value of donor relations programs and their impact on fundraising. For more information on ADRP, check out [www.adrp.net](http://www.adrp.net) and for information on the Fundraising Effectiveness Project, see [www.afpfep.org](http://www.afpfep.org).

**University of Colorado Anschutz Medical Campus  
Office of Advancement**

	<b>FY2013</b>	<b>FY2014</b>	<b>FY2015</b>	<b>FY2016</b>	<b>FY2017</b>	<b>FY2018</b>
Fundraising Results	\$132,295,409	\$163,212,187	\$168,766,484	\$201,644,379		\$203,695,906 \$252,392,496
Donor Relations Professionals	1	1.5	1.5	2	2.5	2.5
Key Donor Relations Activities						
Little Focused Donor Stewardship -		New Vice Chancellor of	Donor Relations	Whole System	Added another Stewardship	Stewardship
Mostly Development Professionals		Advancement Hired at	Team Re-Structured	Designed to	Coordinator to the team making 2 full	Focus Continues
Did Their Own		End of Fiscal Year - New	Under New	Support	FTE's dedicated to Donor Relations.	and Large Donors
		Focus on Donor	Leadership. No	Development	Acknowledgement Letters Out Much	Continue to
		Relations and	additional Positions	Professionals and	Faster, Thank You Calling Program,	Deliver Stellar
		Stewardship. More	Hired, but there was	Donors;	Broad Based Impact Reporting, 1st time	Results! Full
		lower level support	more emphasis on	Implemented	donor program, Customized	donor relations
		given to Donor	one person's job to	Donor Recognition	Engagement Plans for Top Tier Donors,	FTE will be added
		Relations with hire of .5	be fully donor	strategy and	Signature Events Created including	in FY19.
		FTE Development	relations focused.	displays on campus	Endowed Chair Celebration and Loyal	
		Assistant	Implemented Core		Benefactor Celebration	
			Stewardship			
			Program.			