University Advancement Orientation
Development at McMaster

“What we do in life, echoes in Eternity”

2013
Mission

The mission of the Development Office at McMaster University is to annually increase financial support and participation from the private sector through an innovative, tenacious and comprehensive fund-raising programme which includes the following components:

1. Principal Giving
2. Major Gifts
3. Gift Planning
4. Donor Relations
5. Stewardship

Overarching Framework:
- Campaign for McMaster
- Principal Giving
- Major Gifts
- Gift Planning
- Special Projects
A Brief History of Fund Raising at McMaster University

1887  McMaster is founded through a bequest from Senator William McMaster ($900,000)

1929  $500,000 raised by citizens of Hamilton to move McMaster from Toronto to Hamilton

1950  Alumni and undergraduates finance building of Alumni Memorial Hall ($100,000)

1980-1985  MacFund Campaign - Goal: $12 million
            Realized: $15 million. Five year fund-raising drive to celebrate the 50th anniversary of McMaster’s move to Hamilton
1986        Annual Fund is established

1987-1992   Centennial Campaign
Goal:    $25 million
Realized:    $45 million
Announced:    $93 million

1991        Gift Planning programme launched

1995        University Centre Campaign - Goal:    $6 million

1996        McSOF Campaign - Goal:    $2.5 million
Realized:    $13.97 million

1998-2001   Changing Tomorrow Today Campaign - Goal:    $100 million
Realized:    $128 million
Government support leveraged : $181 million
Research:    $83 million
Total:    $392 million
2003 – 2004  
**Centre for Learning & Discovery Campaign**
Goal: $20 million
Realized: $109 million

2004 – 2005  
**McSOF II Campaign**
Goal: $14.4 million
Realized: $

2004 – 2006  
**ARCS Campaign**
Goal: $43 million
Stadium: $13 million
Athletics & Recreation Centre: $40 million
(Student contribution to ARC): $20 million

2007 – 2008  
**ARCS: The Sequel**
2006 – 2010: THE CAMPAIGN FOR MCMASTER UNIVERSITY
$473 million!!!
Fund Raising Best Practices

- Focus on Academic Mission & Vision
- Person-Centred Development
- Relationship Choreography
- Prospect Clearance
- Information & Communication Management
- Accountability & Stewardship
Principal Giving

- $250,000+ gifts
- All prospect types: Alumni, Individuals, Corporations, Foundations, Associations, Organizations
- The role of research
- Importance of university colleagues: Senior officers, Faculty, staff, Students
- The “pipeline”
- In the Campaign Environment: Volunteers, Champions
Gift Planning

- Planned Gifts are most often Major Gifts
- Combination of outright and deferred gifts
- Include: Cash
  Appreciated property (i.e. securities and real estate)
  Bequests
  Life Insurance
  Charitable Remainder Trusts
  Residual Interest Arrangements
  Charitable Gift Annuities
Major Gifts

- Focus on gifts $25,000 - $250,000
- All prospect types: Alumni, Individuals, Corporations, Foundations, Associations, Organizations
- Integration with principal gift team “Best call strategy”
- Management of a portfolio of prospects
- Role of prospect identification and strategy development
- Culture of personal visits
- Culture of asking
- Student awards expertise
Leadership Giving

- Collaboration between Alumni Advancement and Development/Gift Planning

- Focus on gifts $500 - $24,999

- Collaboration between Annual Fund, Major Gifts and Gift Planning in the development of prospect pipeline

- Broad-based portfolio of prospects identified based on donor behaviour and affiliation

- Building up volume of personal visits to qualify prospects and solicit for increased giving

- Increase the overall giving of the Presidents Club
Student Awards

- The Team
- The History
- The Goals

Donor Type

- Corporations
- Foundations
- Organizations
- Service Clubs
- Government
Positioning for Success

➢ Respect for Philanthropy

➢ Know the prospect

➢ Customized, informed strategy

➢ 4 Rights:  
  Project  
  Timing  
  Solicitor  
  Ask Amount

➢ Emphasis on Face-to-Face

➢ Donor Accountability