

AACP PRESESSION ON DEVELOPMENT  
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PRESENTER: JERRY PANAS

Kelly A. Markey  
[Markey@cop.ufl.edu](mailto:Markey@cop.ufl.edu)

PEOPLE GIVE:

To:

- improve the lives of others
- create a legacy
- make program enhancements
- create spaces of significances
- honor a colleague or faculty member

Because:

- of love for institution/mission
- I was asked
- of belief in/for the dean
- they are grateful for education
- they are a grateful patient
- It is their responsibility. . . start in P1 year

Be a good listener

Endowed chairs to support faculty and find new cures

GIVING BEGETS GIVING

WE CHANGE LIVES AND SAVE LIVES

NO ONE THROWS AWAY A THREE-RING BINDER: GIVE AWAY THOSE RATHER THAN BROCHURES. IT LOOKS MORE SUBSTANTIVE

What has changed?

Donors want to know what is happening with their funds

Calling it an investment: ROI

Must know from time to time: what are the results?

What does a donor get from the School?

A letter from the dean

Annual reception

Give them a brick

Dean's suite for the football game (Auburn)

**MAKE A PHONE CALL!!!**

You will get a gift the following year ... and for more.  
St. Jude's calls at \$100: they make 47,000 a year  
The return is significant  
What are you doing that is more important

**ANECDOTE: SCRIPPS**

Tried it for 3 months  
On an acquisition mailing, they got a gift of \$130  
Calls: I think you have the wrong person  
No: you are taking your time, We make gifts of a lot more money than that.  
The next day he sends a \$1000.... Let me tell you what we are going to do with it (\$1.2 billion budget) ... makes it sound like saving lives.  
3 months later: \$40,000 .... Take the receipt in person  
End of year: \$50,000  
Cash gift of \$100 million

Hobby, anniversary, birthdays

Potential donors are NOT PROSPECTS: They are probable donors

**ANECDOTE: RESEARCH PERSON**

Had never talked to a real donor . . . had never met a real donor  
Can you come now to pick up a check? Went out ... had tea, cookies.  
Have something . . . hugged . . . \$100,000

Next day: donor asks for research person: I made a mistake . . how many zeroes in a million?

**GIVE FIRST TIME DONORS SPECIAL RECOGNITION: AT ANY LEVEL!**

**GOAL FOR EVERYONE IN THE ROOM:**

By 2006, should have email addresses for 60% of our database  
AND cell phone numbers  
34% of the population does not have a landline phone.

Takes 4.5 times as many staff to get a new donor as a repeat donor ... lose attrition.

**LIST THE YEARS OF CONTINUOUS GIVING**

After 4 years, they will not break the chain (based on statistical data).

**MAKE IT MARY AND JOHN ADAMS BECAUSE MARY WILL OUTLIVE JOHN.**

80% of gifts used to come from 20% of the donors. The pattern changed to:  
90% comes from 10% of the donors and is now  
96 % from 2-3% of the donors. A study of 23 universities: 97.4% of funds from 1.7%

WHAT COUNTS TO DONORS WHEN GIFT GIVING:

Performance 20%

Image 15%

Exposure: 65% . . . sell saving lives . . . getting in front of people

DO ANECDOTAL STORIES IN A NEWSLETTER (ABOUT A STUDENT, A FACULTY MEMBER, ETC.)

Studies: magazines are not read

Kiplinger style letter that comes from the dean: title: NOT UPDATE FROM THE DEAN:

Something like saving lives

Send to: Member of board of advisors and close friends of the school

Must go out every four weeks: front and back one sheet

One student

One professor

Stopped in classroom, . . .

Goes out first class

Top 200 donors will read it

Here is my direct phone number . . . you can get right to me.

ANECDOTE: 5 million scouts vs. "and I couldn't have done it if I hadn't been a scout"

TODAY YOU HAVE BECOME A MEMBER OF OUR ALUMNI ASSOCIATION (ON DAY 1) GIVE WHILE YOU ARE A STUDENT (TEXAS A&M)

Will you go to other countries to raise money?

EMAIL . . . WORKS FOR OLDER AND YOUNGER DONORS . . . \$5 MILLION

ELECTRONIC GIFTS LARGER THAN DIRECT MAIL.

IF THEY GIVE ELECTRONICALLY, RESPOND ELECTRONICALLY.

Address what is important to women

The four (or five) Ws

Wealth

Wisdom

Work

Wallop (influence)

. . . and women: 58% of population?

Book by Jerry Panas: Board room verities

QUESTIONS TO PROBABLE DONORS:

Why did you choose to go to our School?

How was the experience?

Are you active in the community?

Did I hear that (the church, museum) just had a campaign?

Did you give?

How much did you give?

The university means so much to you.... Would you give that much to the university?

On the phone . . . how is it that the school changed your life?

You love the school so much, would you consider leaving the school in your estate?

Have you made your estate plans yet?

#### OBSERVATIONS:

Foundation giving is down

Less is from state/federal

More from donors

Want to give, but want something in return (don't know what group)

How a gift can be leveraged ... to get larger gifts from others (foundations, etc)

How a small gift can be transformational

One School's approach: Package: naming of the building after PhARMA company . . . access to patent rights for a short period of time

#### GENERATION AND DEMOGRAPHIC NOTES

Baby boomers are as generous as their predecessors.

\$11 trillion will transfer to the boomers in the next decade

fastest growing population: 85 and older

15-20 years ago, \$56 Billion in philanthropy ... now \$300 billion in giving

Entitlement of current generation? Probably not an issue. They will come around.

HISTORY'S HANDFUL . . . you can change the course of hx

Give \$1 million/year they have 156 donors, average age: 46 years old.

THE MORE INVOLVED, THE MORE THEY LOVE YOU, THE MORE THEY GIVE.

7 million men who have children younger than their grandchildren

fundraiser: 2<sup>nd</sup> wives have more to do with driving the gift than the first wife.

Talk to husband and wife together . . . particularly if a second wife.

If you have a probable donor . . . central office. . . Job: to get the largest gift possible that will give the greatest satisfaction of the donor. Give other competitive unit in university only a window to get the job done. . . then your turn.

#### GENERAL RULE OF GIVING

10 to 20 times the annual gift for a special project.

If someone says no, find out why:

Is it the:

School?

Project?

Amount?

Timing?

Engage selected emeritus faculty in making phone calls?

#### TALK TO THE BOARD of VISITORS ABOUT THEIR ROLE

Written guideline

Attend x number of meetings per year

Give a minimum of \$1000 per year . . . or no minimum

(e.g. GIVE TUITION FOR ONE YEAR)

Responsible for opening doors

#### 8 I's of a board member

integrity

intelligence

influence

involvement

invitation (who will call on others for gifts doing it in pairs)

investment

intestines (willing to work to change the paradigm)

there should be no mission deficit

Bishop of Seville: build a cathedral so great that the people who follow

will think we are mad for attempting it

Inthusiasm!

MOVIE: Pay it Forward

Invite alumni donors to talk to students about giving

*"You dig wells so that others can drink."*

Books:

25 Habits of a Good Board Member (Jerry Panas' book)

HOW TO ASK FOR A GIFT

Books he has written: see Amazon.com

WHY PEOPLE DON'T GIVE:

- Mismatch
- Asked for too much: easier to say know than to be embarrassed. Must ask for exactly the right amount. See materials in packet. A good way to find out is to ask what else they give to.
- Asked for too little; can't be important if that's all you need.
- A specific amount is a better ask. Don't give a range because the floor becomes the ceiling.
  - Story about Tom: in his 80s. Tom has never missed a single year of giving. Now gives \$50 per year. Estimated net worth of \$80M. Can't go from \$50 to the ultimate gift, go for a large intermediate gift.
- Failure to convey urgency. Relevant, dramatic appeal. Sense of urgency. "If we don't have the money now,
- Spouse not included.
- Too general a request.

- Fund raising driven. It's not about money, it's about changing lives and saving lives.
- Sent the wrong solicitor

14 SECONDS:

Handshake: use index finger to control the handshake

Talk about history of giving

“In the first 14 seconds, a person makes 38 decisions about you”

55% is on appearance

38% vocal, voice, enunciation, pace of speech

7% what you actually say

After 48 hours, a person remembers:

76% of what they say

37% of what you say

THEREFORE: let THEM do the talking.

Use open questions

Development Director qualities: the 3 Es

Enthusiasm: to have God within you

Energy: Try to sit at the edge of seat; DON'T lean back; get a chair from the dining room; refuse the sofa or a comfortable chair. Focus on the bridge of the nose

Empathy: someone who understands me and addresses my interests

The RIGHTS:

Right person calling on the

Right probable donor

Right amount

Right way

Right time

Right cause

Story of Bart Giamonte and Fay Vincent: Gift in name of father, the great athlete who loved the university so much.

*AMAZING WHAT YOU DON'T GET WHEN YOU DON'T ASK*

DON'T THINK OF ANNUAL GIFTS, THINK OF REGULAR GIFTS

If return to database a second time during the year, 40% will give a second time.

DIFFERENCES BETWEEN REGULAR AND MAJOR GIFTS

Regular gifts:

Unrestricted

Not as well thought out

General fund

Every day cash flow  
Ongoing  
Without help  
Mail or phone  
Without the spouse  
For the good of the school

Major gift:  
Stop and think  
Specific cause  
May take out of assets  
Take more work and more cultivation  
From the heart  
Restricted  
For the good of the donor

“PLEDGE” HAS A NEGATIVE CONNOTATION; USE “GIFTS OF INTENTION”

I believe so strongly in the work of the School of Pharmacy and the life changing work it is doing that it is my intention to give a gift of \$50,000 over a three year period of time. If for any reason at all, I find that I cannot make this gift, I will call the college and let them know. This is not legally binding. It does not encumber my estate.”

There is no magic to equal installments or to starting immediately.

Ready, aim, aim, aim, aim, fire  
This is better:  
Ready, fire, aim

“Do you find that the money comes back to you?”  
Tithe story: Everst & Jennings wheelchair

HOW TO MAKE AN ASK:

Review material  
Know everything you can about the donor  
Go in pairs to make visits  
Dean and board of advisors member, giving testimony  
How are you going to express the

SETTING THE VISIT. . . NOT AN APPOINTMENT

Send a letter; you probably know I have been on the BOV  
We are going to be building a new building  
Not going to ask for a gift during the visit.  
I'll be calling you in the next few days.

TO MAKE THE PHONE CALL THAT IS DIFFICULT:

Stand up

Keep the small talk short

Stay focused

Set the date for the visit

Send the letter to confirm the date ... don't call; they can cancel

The joyful & persistent pursuit

Rapport

Mission

Probe

How do you feel about the School now?

What first got you involved in giving to the University?

Listen

Conversation is important

LISTEN the GIFT: talk 25% of the time.

Difference: Dean says vision: development director says money

Present the Opportunity

The board member gives testimony

Before I ask you, let me tell you what Felicity and I have done.

You know us. That is a large gift. It is the largest gift we have ever made.

Practice: "I would like you to consider a gift of \$50,000"

27%

11

4

I don't recall the significance of the above percentages

73% of donors voice 3 objections before making a give

Problem: Donor became a friend. If you allow it to happen, you have to refocus the relationship.

THE END