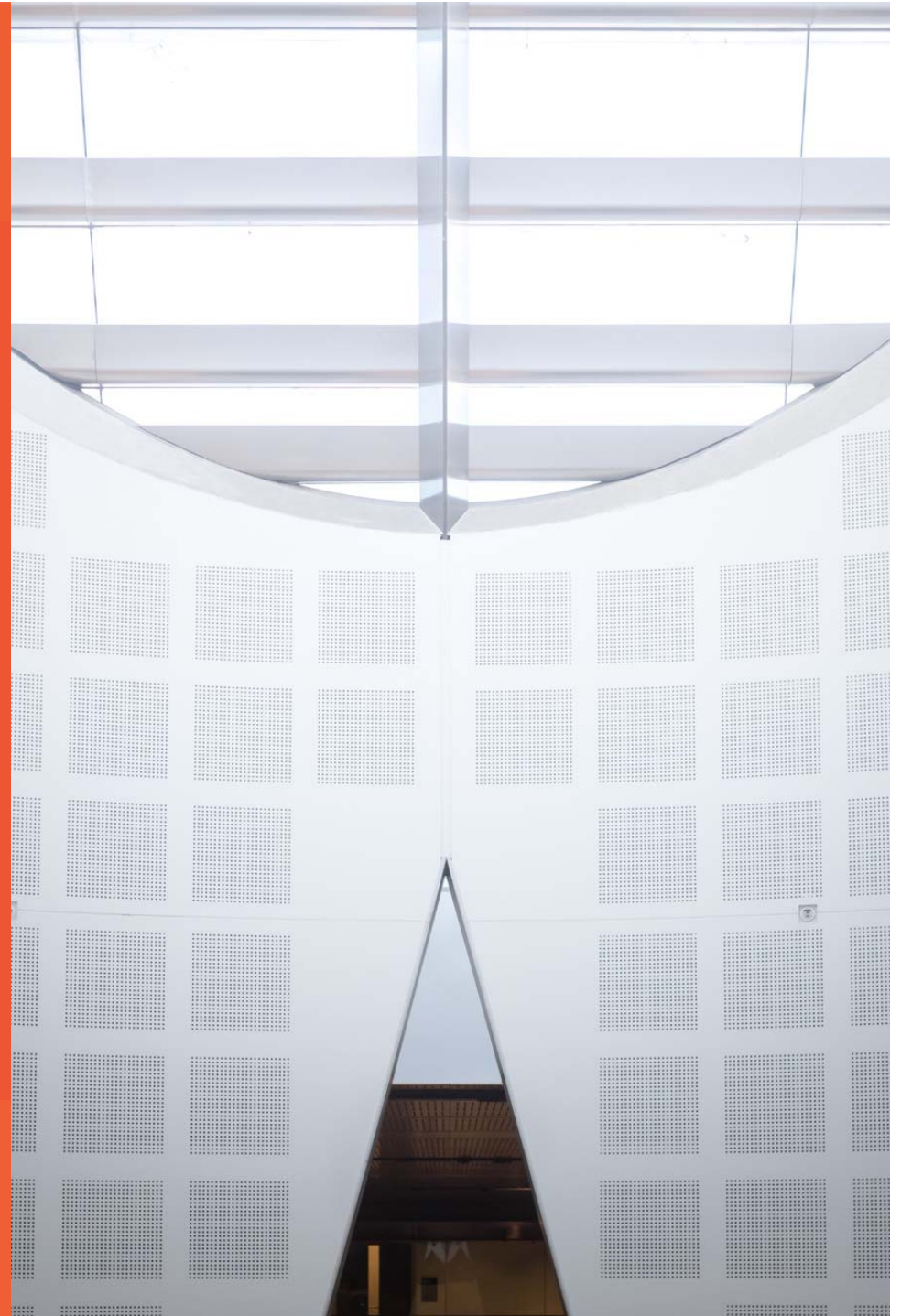


# The INSPIRED Campaign experience

Rosalind Ogilvie  
Vice-Chancellor's A/Chief of Staff



THE UNIVERSITY OF  
SYDNEY

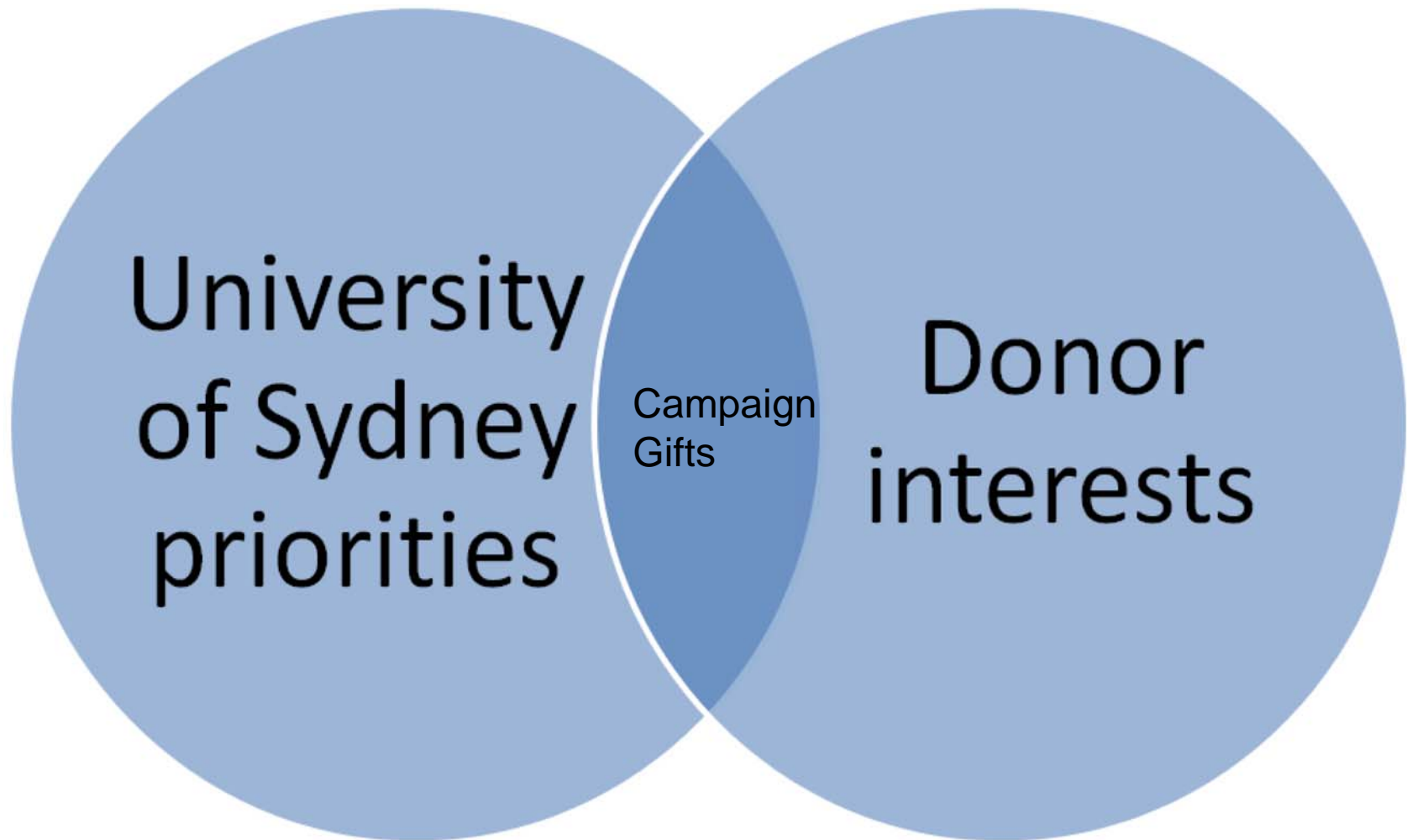


# Goal 1 Bringing your institution around to in-principle support for a Campaign

1. WE WILL RAISE A LOT OF MONEY FOR THE INSTITUTION
2. WE WILL DO IT AS EFFICIENTLY AS POSSIBLE

- Includes entire program, regardless of centralised or devolved fundraising model
- Heavy emphasis on major gifts
- Best practice with campaign counting

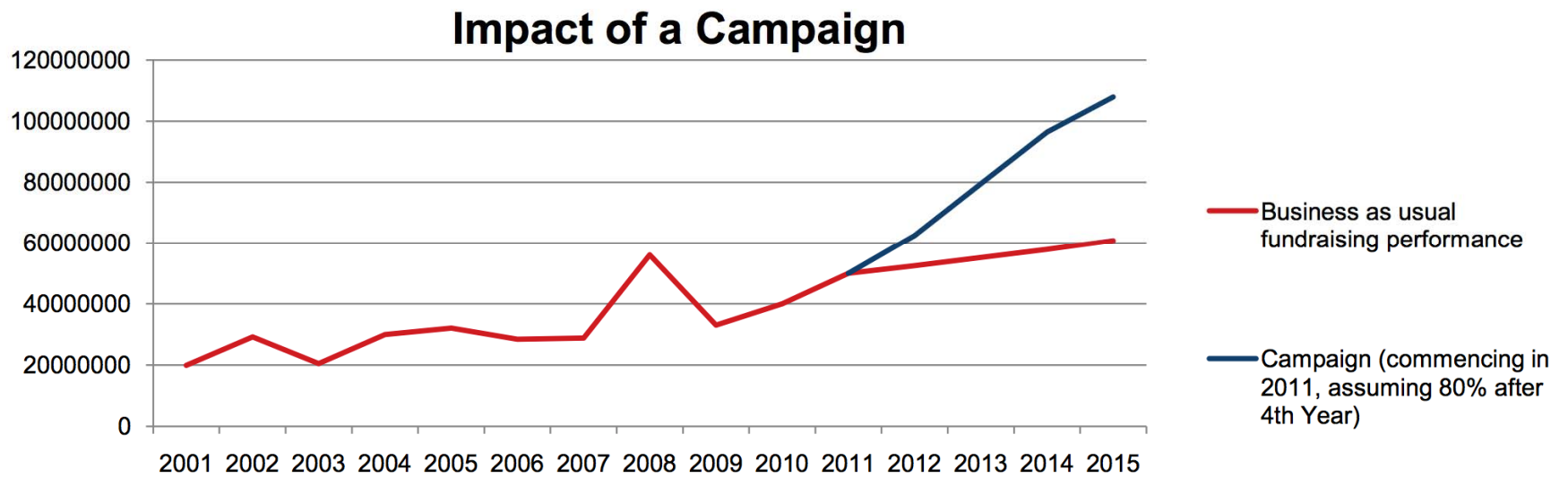
# Donor Centricity – most over-used slide of the Sydney Campaign



## Financial Efficiency – income

- “From 1985 to 1988, the University conducted a three-year capital campaign. Donations rose from [US]\$12M per annum to \$60M. From 1989 to 1996, donations remained at \$60M per year. Although the campaign ended in 1988, the University enjoyed the same level of giving as if the campaign was still being conducted.
- *This resulted in a post-campaign value of approximately \$38M per year. In 2009, the University completed another campaign which raised the donation level to \$165M per year.”* The total philanthropic income for the University in 2010 was \$186M.
- Marts & Lundy Special Report: The Strategic Role of Quantitative Research in Campaign Planning

# Financial efficiency – revenue



## Enabling peer comparison

- Sydney must grow its ability to raise philanthropic money for more general purposes (including our endowment) if it is to maintain and grow its place in the premier league of Universities world-wide.

*Sydney Campaign Plan, 2011*

*Figure 3: Initial and final Campaign goal comparasions*

<b>Institution</b>	<b>Initial Campaign Goal = \$AUD</b>	<b>Final Campaign Goal = \$AUD</b>
Cambridge University	\$1.5BN (€1BN)	\$1.9BN (€1.25BN)
Columbia University	\$3.7BN (US\$4BN)	\$4.7BN (US\$5BN)
Indiana University	\$944M (US\$1BN)	\$1.3BN (US\$1.44)
New York University	\$2.3BN (US\$2.5BN)	\$3.1BN (US\$3BN)
Toronto University	\$289M (CAD\$300M)	\$1.1BN (CAD\$1.2BN)

# PROJECTIONS



**BUT...**

# The pareto principle is just the start

Figure 3 below highlights the University's dependence on major gifts, in particular those gifts over \$1M. The Development Office is working to improve the prospect pipeline, ensuring the continual flow of major gifts each year, making it possible to reach a campaign goal in the hundreds of millions.

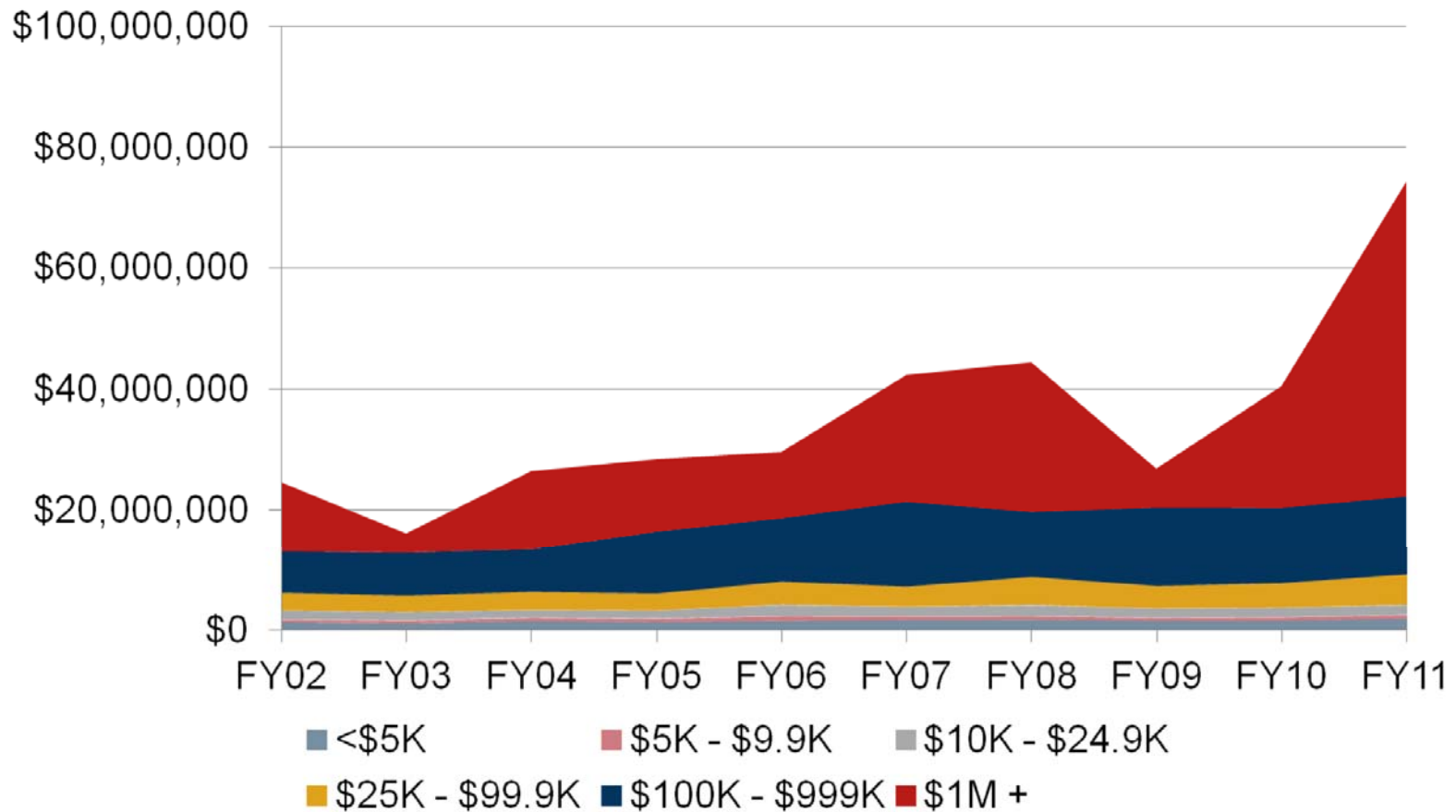
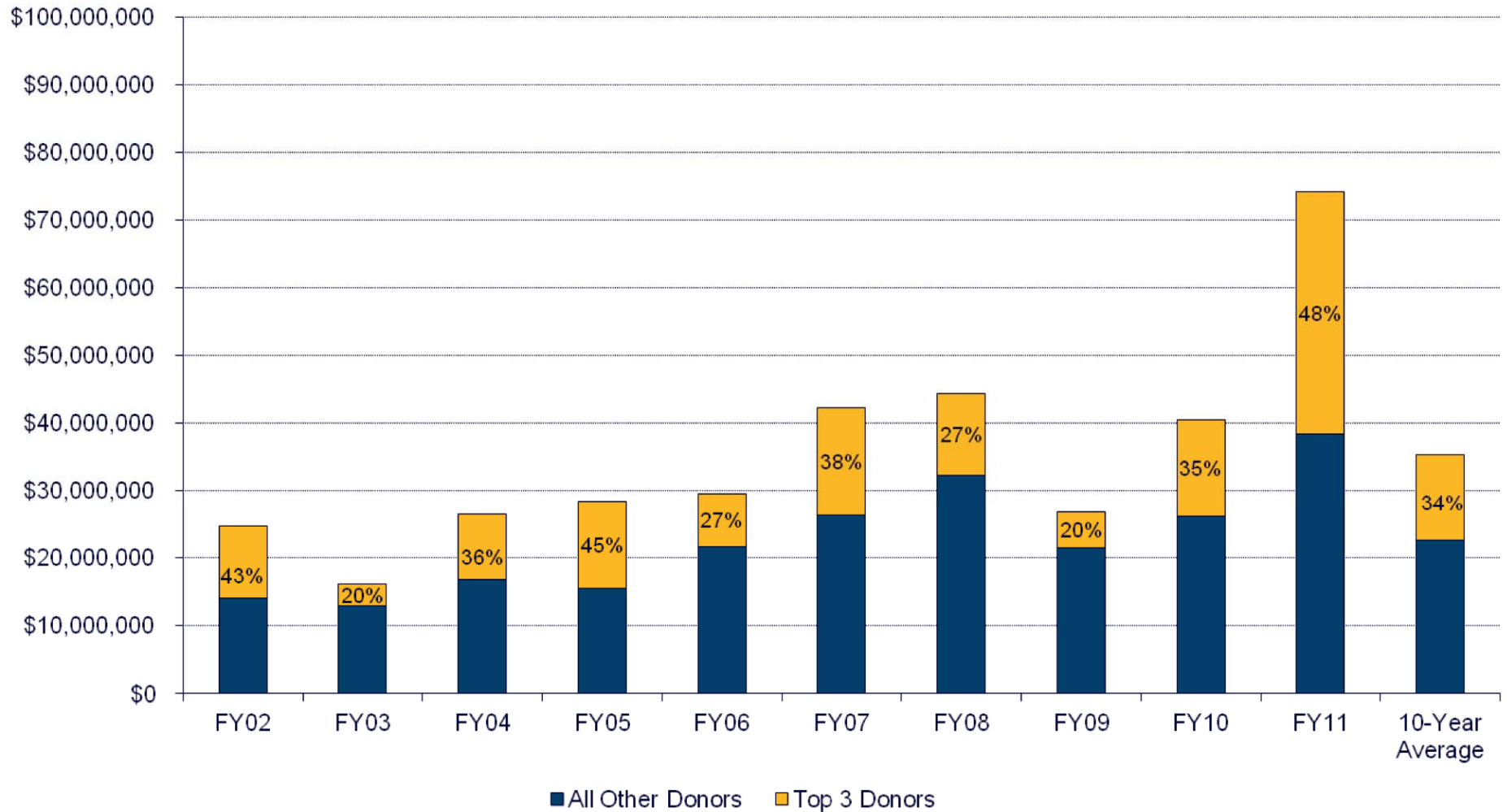


Figure 3 – Value of Donations by Gift Levels FY02-FY11



On average, every year the top three donors have accounted for more than one third of the total dollars raised.



**Figure 4 – Total Giving: FY02-FY11 with top three donor %**

## The role of University leadership?

- Investigate and consider the notion of donor centricity applied to your institution. Is the institution capable of a donor centric approach?
- Value fundraising for what it is – not a stopgap, but a long term enabler that can be as unpredictable as it is transformational.