

A dark blue background featuring a faint world map. Overlaid on the map are several terms in a light blue, serif font: "Professional Development" at the top, "ADVOCACY" below it, "Resources" on the right, "ETHICS" on the right side, "INCLUSIVENESS" at the bottom right, "SERVICE" on the left, and "Recognition" on the left side.

ADVANCING ADVANCEMENT

John Lippincott, CASE Interim President

Kresge HBCU Learning Institute

May 24, 2004

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

Educational advancement is
a profession devoted to
the strategic management of
long-term relationships with
key constituencies.

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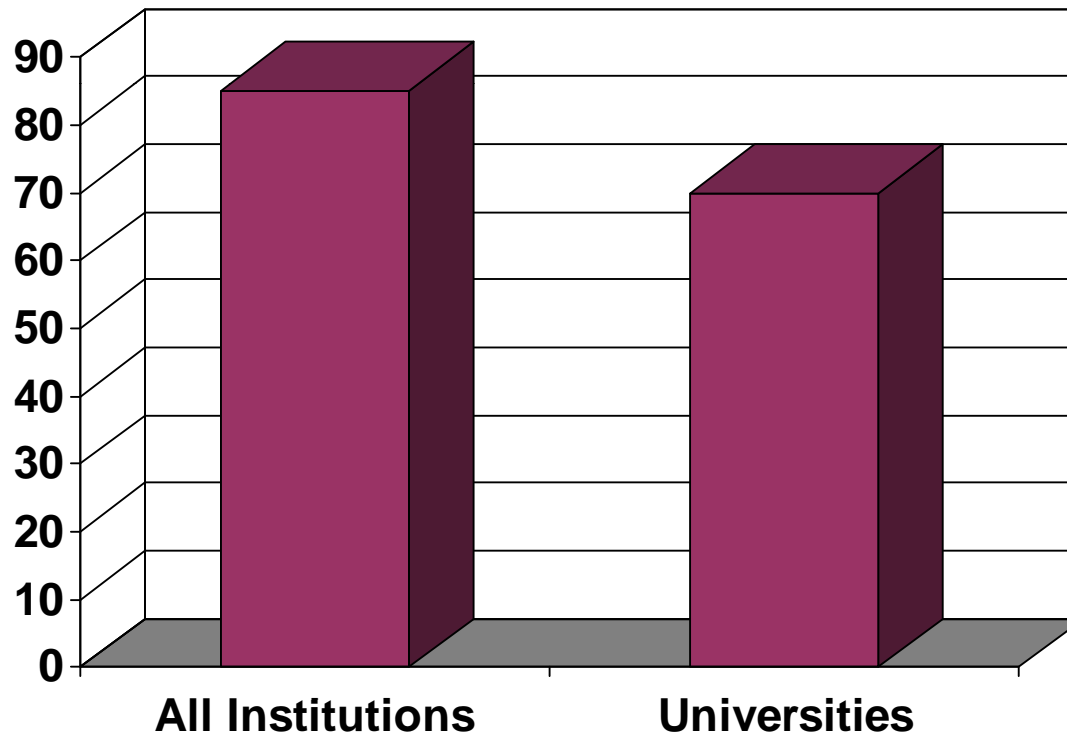
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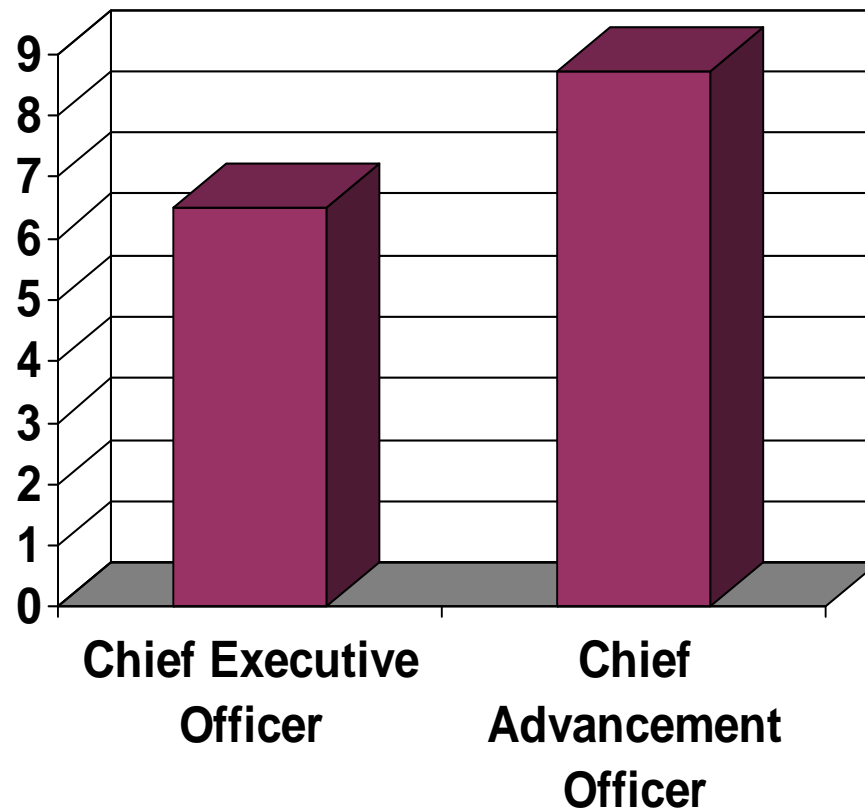
Surviving Institutions of the Western World Established by 1520

— Clark Kerr, *The Uses of the University*, 1982



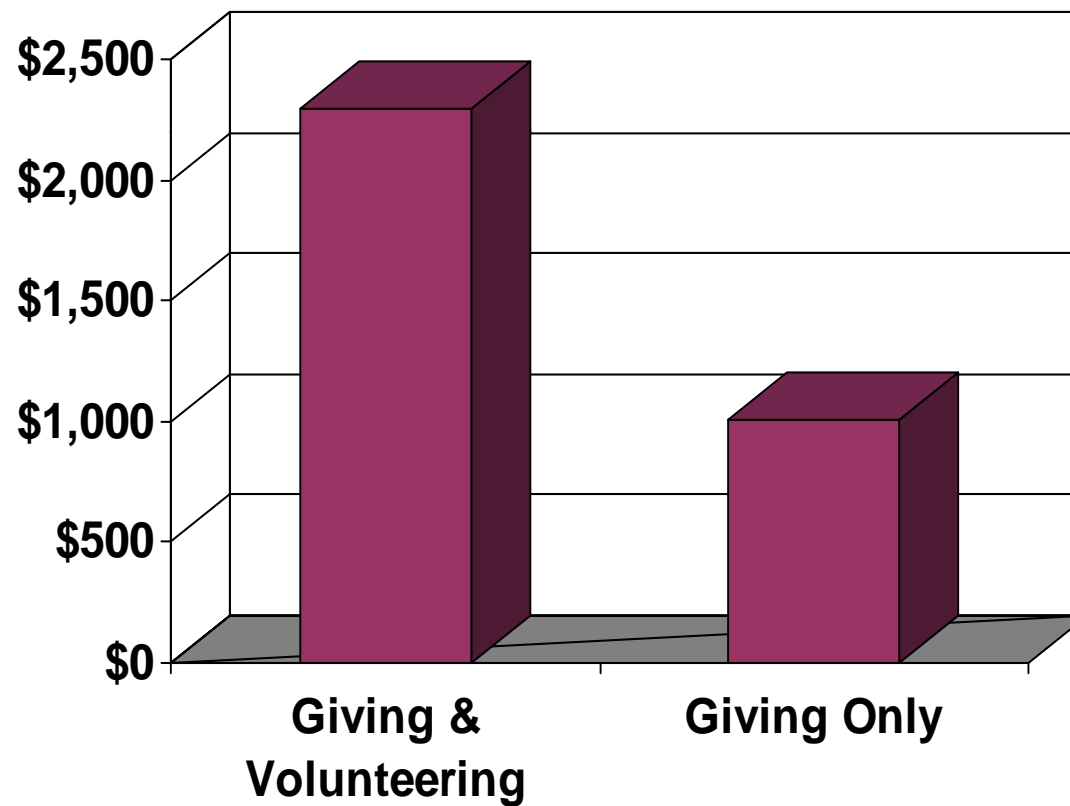
Average Years at the Institution

- American Council on Education; CASE Salary Survey



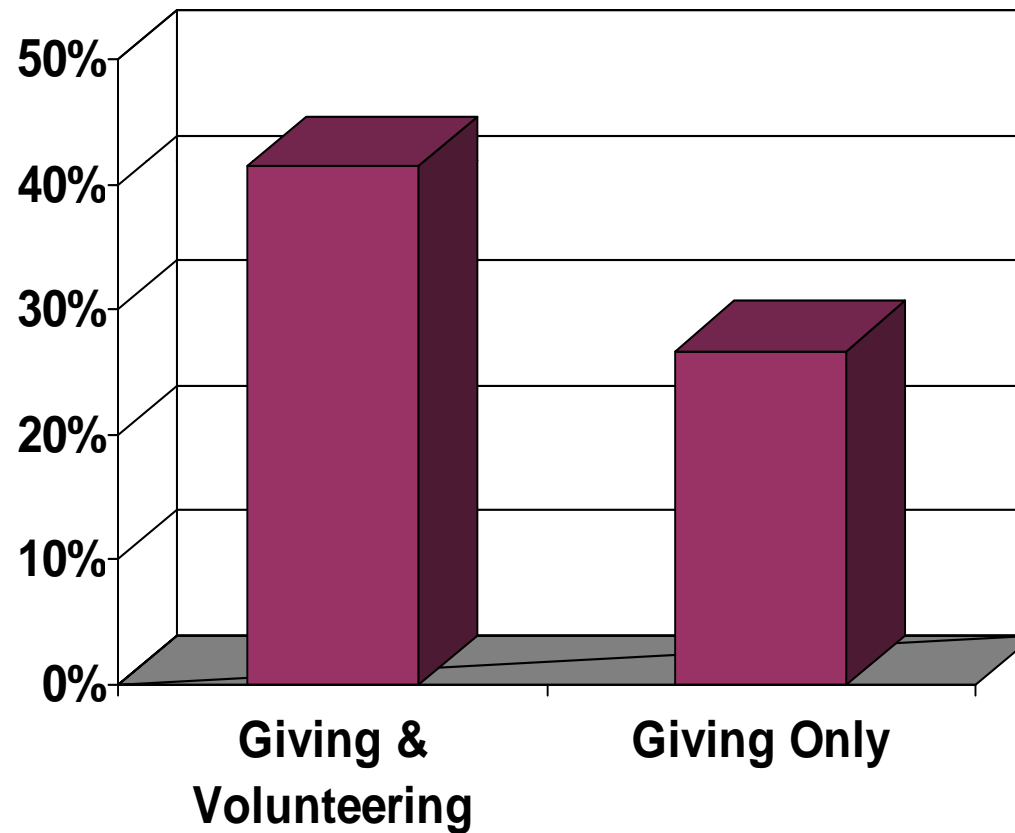
Average Donations Among Giving Households

- Independent Sector, Giving and Volunteering in the U.S. in 2001



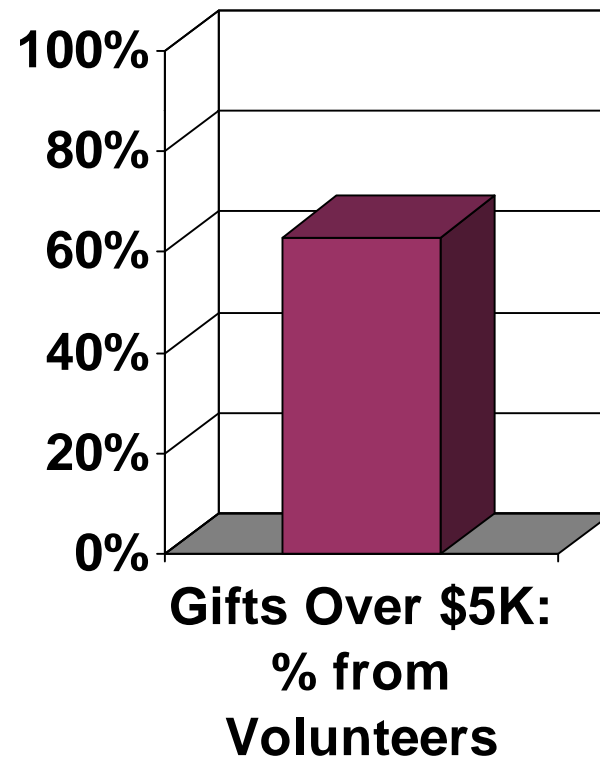
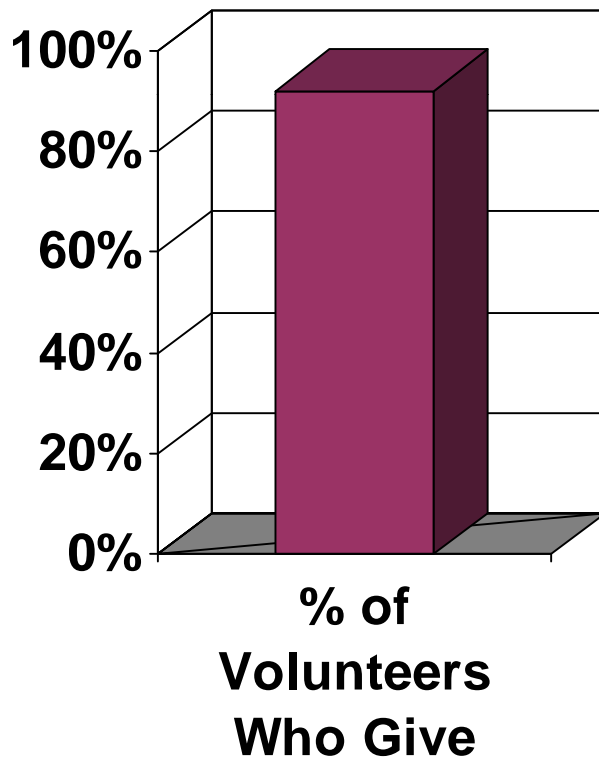
Giving Households That Donate to Education

- Independent Sector, Giving and Volunteering in the U.S. in 2001



Giving among American Volunteers Over 45

- AARP, "Time and Money: An In-depth Look at 45+ Volunteers and Donors"



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“...the level of contributions depends on the frequency and intensity of participation, volunteering, and being asked to contribute ...charitable giving derives from forging an associational and psychological connection between donors and recipients.”

- Paul Schervisch, “Major Donors, Major Motives”

"Thus, involvement impels major donors to speak well of the nonprofit as they move through their charity networks, and to join in the effort to develop new donors."

- Prince and File, "The Seven Faces of Philanthropy"

"This active 'participation' in the cause has been shown in other contexts to lead to the development of a bond of trust....The level of trust placed by a donor in an HEI is a function of the degree to which the donor is satisfied with the outcomes of the sum of previous exchanges with the organization."

- Sargeant and Lee "Towards a Model of Donor Trust"

Revenue Impact of Customer Satisfaction

Totally Satisfied Customer contributes:

- 2.6 times as much as Somewhat Satisfied Customer
- 17 times as much as Somewhat Satisfied Customer

Totally Dissatisfied Customer costs:

- 1.8 times more than Totally Satisfied Customer contributes

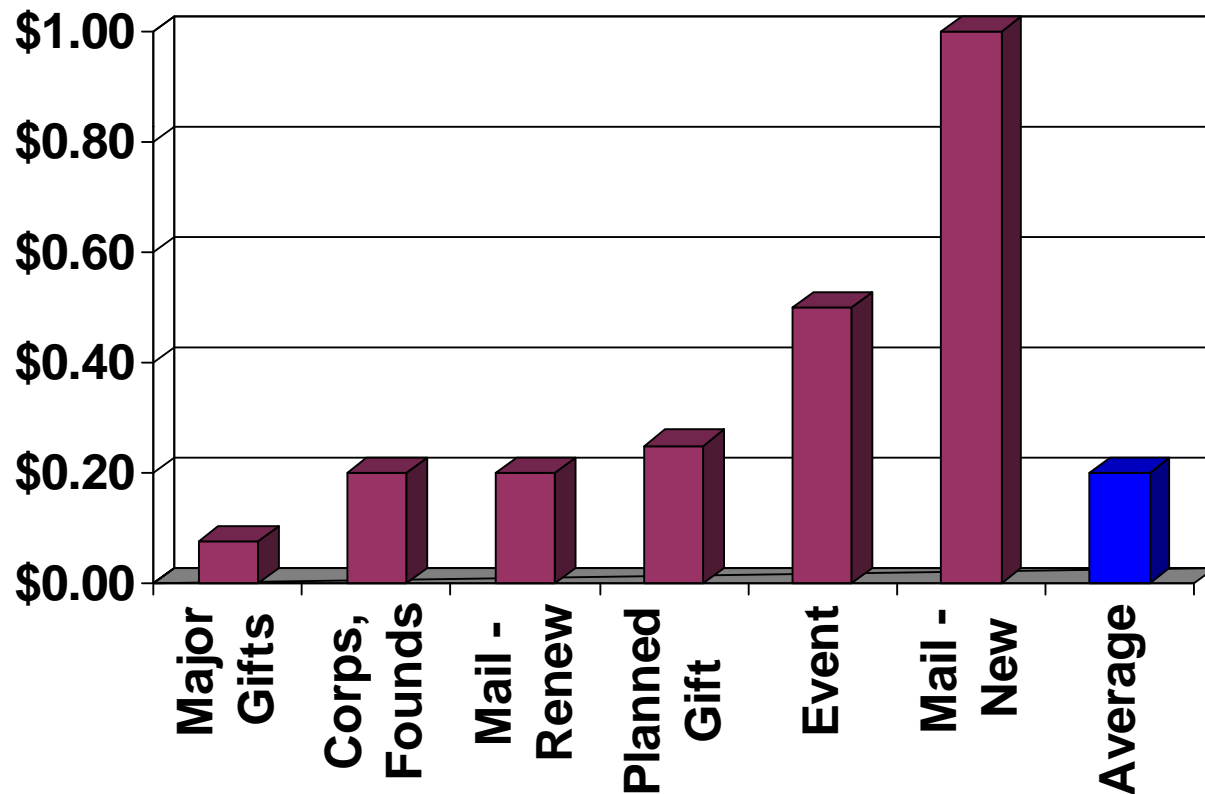
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INVEST
AND
DELIVER

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Cost to Raise a Dollar

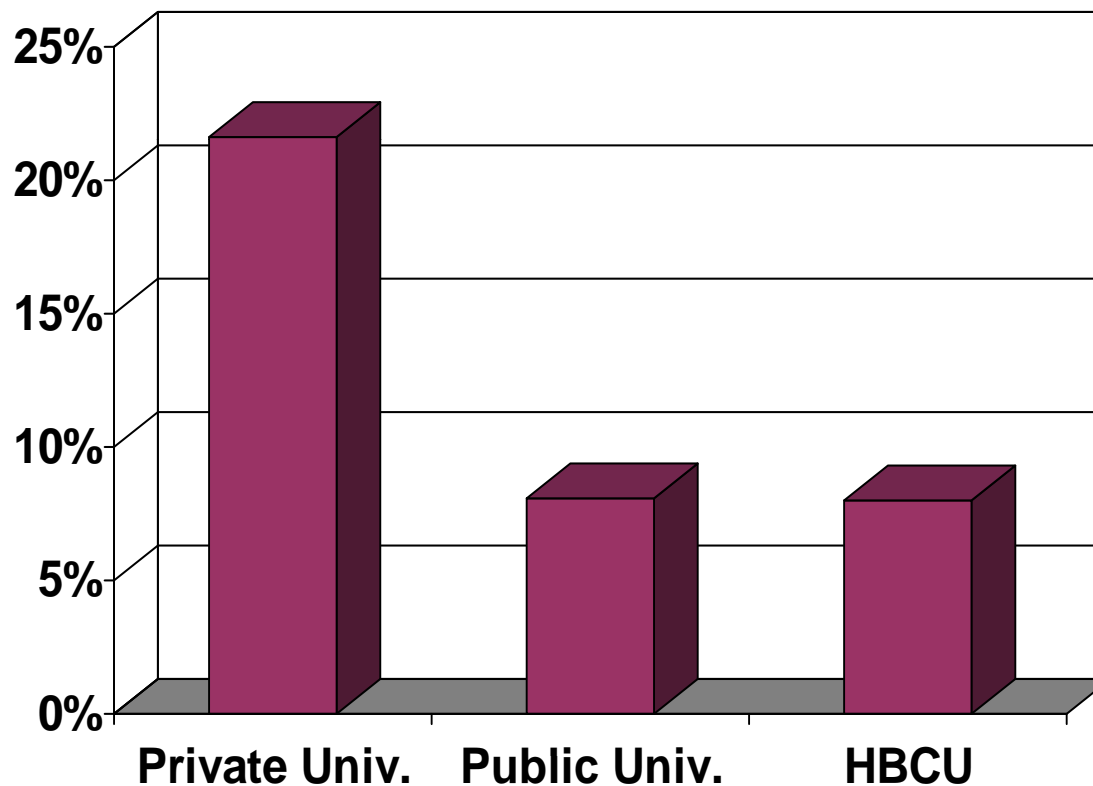
- CASE, NACUBO, "Expenditures in Fund Raising..."



INVEST
AND
DELIVER

Average Percentage of Alumni Who Give

- CAE, 2003 Voluntary Support of Education



Success is measured
by changes in the
attitudes and behaviors
of key constituencies.

The advancement operation
will be valued
by the institution
in direct proportion to
the value it delivers
to the institution.



Advancing Advancement

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