



Trends in
Philanthropic Support:
**Where does your
institution stand?**

Do you want to use
Ross-CASE data for
**STRATEGIC DECISION
MAKING?**

**FIND OUT HOW CASE
CAN HELP YOU...**

The **Ross-CASE** results were launched in May 2017.

The survey datasets, going back 15 years, serve as a rich and valuable source of information on higher education philanthropy in the UK.

CASE endeavours to transform this data into something that **is of value and use to development practitioners and leaders in the sector.**

To enable participating institutions to make use of this data in way that can help them make strategic decisions and improve fundraising performance, CASE has launched **THREE BESPOKE Ross-CASE Benefits** that are **accessible, visually-appealing** and **easy-to-understand**:

1. Bespoke Ross-CASE Data Request

*Save hours of your precious time by ordering a bespoke dataset containing a **functional version** of the endless rows and columns contained in the full data download of the Ross-CASE Survey, **custom-built** as per your requirements. Plus, **additional analysis** and computations to help you uncover underlying **insights tailor-made** to answer your specific questions.*

2. Bespoke Ross-CASE Infographic

*Beautifully illustrated top-line findings, highlighting your fundraising success stories and areas for improvement. **Benchmark** your institution's performance and get your infographic on the day the latest results go live, ready to share **instantly** in presentations, reports and social media posts.*

3. Ross-CASE on Campus

*An **effective training programme** curated specially for your institution where we will bring together the **best-in-class fundraising experts** and thought-leaders at a conference to **train, develop and inspire** your staff to work on the next award-winning fundraising campaign. Regular giving? Major gifts? Legacies? Capital campaigns? We've got it all covered!*

Not participating in the Ross-CASE survey?

Join over 110 institutions who take part in the survey annually.

To know more email yjain@case.org

1. Bespoke Ross-CASE Data Request

- Need help uncovering underlying trends from the Ross-CASE data?
- Want to make important strategic decisions grounded in robust research data?
- Wondering what your own cluster analysis might look like?
- Do you require facts to support your case for investment?

Request your bespoke datasets from CASE!

Pricing will be based on the size and scale of your request starting from £100 + VAT.

Please email yjain@case.org for enquiries and bookings

2. Bespoke Ross-CASE Infographic

Infographics are a great way to summarise and present data in a visually appealing way but can often take significant time and money to produce. But not anymore with CASE's new bespoke infographics! PRE-ORDER your Ross-CASE 2016-17 bespoke infographic package and receive your designed infographic in May 2018 when the Ross-CASE 2016-17 results are published. You can also request a bespoke infographic package for the latest 2015-16 dataset.

As part of the package you will receive:

- Up to 18 pictorial benchmarking charts
- Option to choose the order, size and layout so far as it fits into the infographic framework of 2 columns x 3 rows
- Option to choose your benchmarking peer groups and institutions
- A striking cover page and an executive summary to present the infographic as a mini-report highlighting the key findings. This can be personalised using your institution's logo
- Options to choose a colour scheme that resonates with your institution's brand guidelines
- Digital files in JPEG/PNG format for each of the charts
- Data tables in MS Excel format for each of the charts
- Print-friendly PDF version with hyperlinks

Bespoke Infographic Package @£600 + VAT per institution

Receive a **15% discount** by ordering the bespoke infographic package in partnership with other peer institutions.

Email yjain@case.org for bookings and enquiries

MARKETING TEMPLATE ATTACHED OVERLEAF

3. Ross-CASE on Campus

CASE on Campus is our signature bespoke training programme for educational advancement teams. We've used this model to develop our new Ross-CASE on Campus programme - a CASE on Campus within the context and setting of your institution's fundraising performance.

Key features of a Ross-CASE on Campus are:

- A programme that directly addresses your fundraising challenges and goals
- Developed with you to support your fundraising and development functions
- A review of your fundraising data from the Ross-CASE Survey
- A fundraising roadmap for the future laid out by experienced facilitators from the higher education sector
- Well-established CASE on Campus training techniques
- Opportunity to bring together key internal stakeholders, to educate and engage your colleagues from across the institution
- Top-tips to produce a comprehensive and cohesive approach to build a culture of philanthropy at the institution
- No limit on the number of attendees, you can invite a small group of key decision makers or all your colleagues from across the institution
- Easy-to-attend for all staff at your institution, the programme will be delivered at your institution's campus

Half-day programme – starting @£3,000 + VAT per institution

Full-day programme – starting @£6,000 + VAT per institution

Receive a **15% discount** by registering for a Ross-CASE on Campus in partnership with other peer institutions.

Email yjain@case.org for bookings and enquiries



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Trends in Philanthropic Support: Where Do We Stand?

Income | Donors | Investment

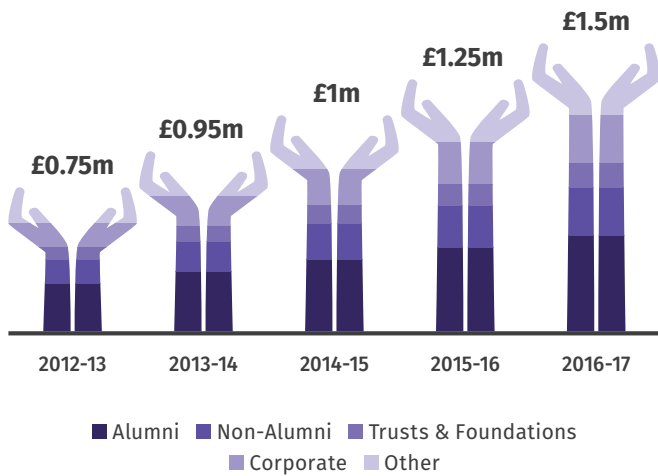
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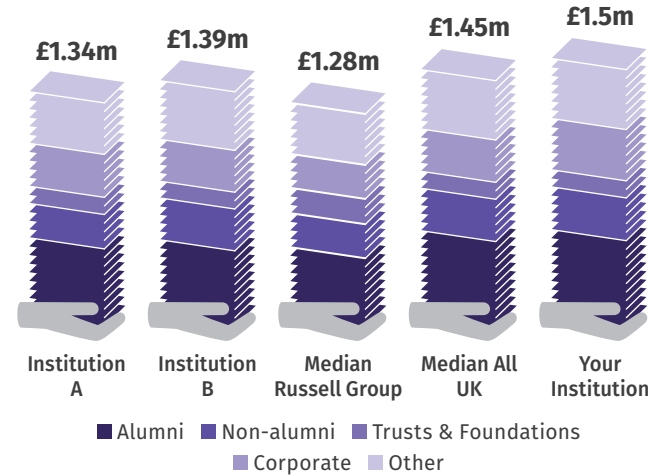
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UNIVERSITY

Trends in Philanthropic Support: Income

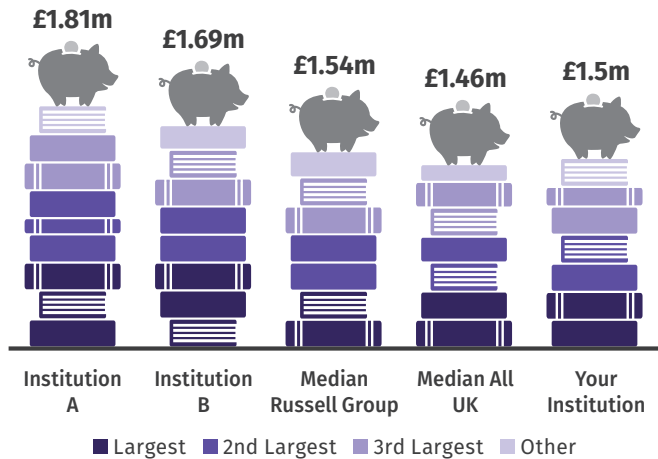
Comparing new funds secured by year and by source



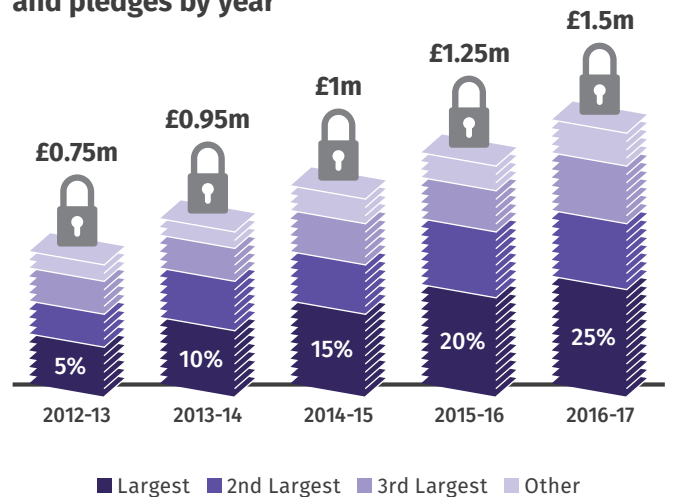
Comparing new funds secured by mission group and peer institutions, and by source



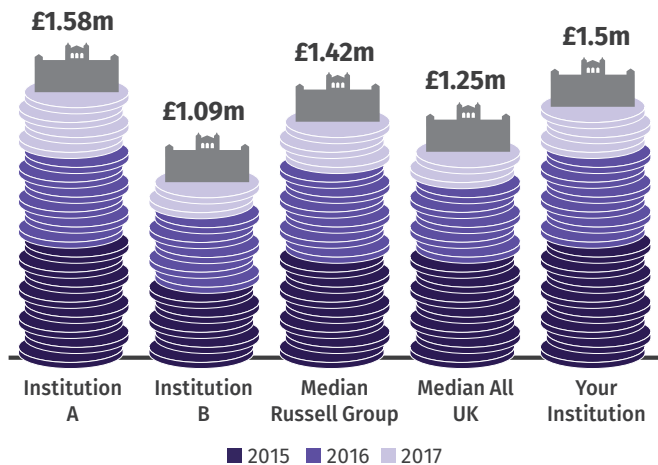
Comparing largest gifts and pledges by mission group and peer institutions



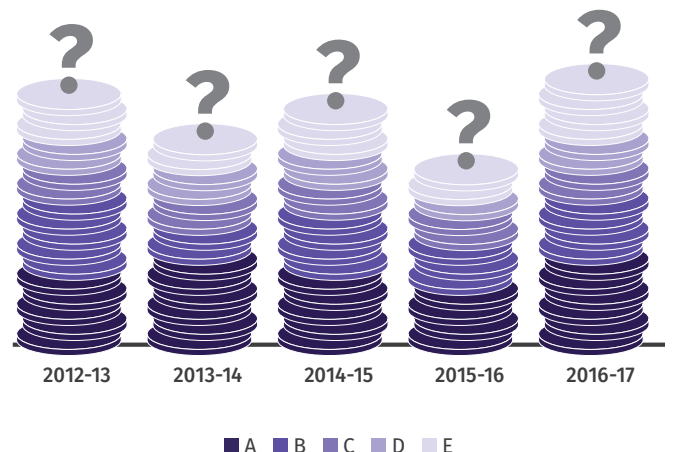
Comparing largest gifts and pledges by year



Comparing three-year cumulative new funds by mission group and peer institutions



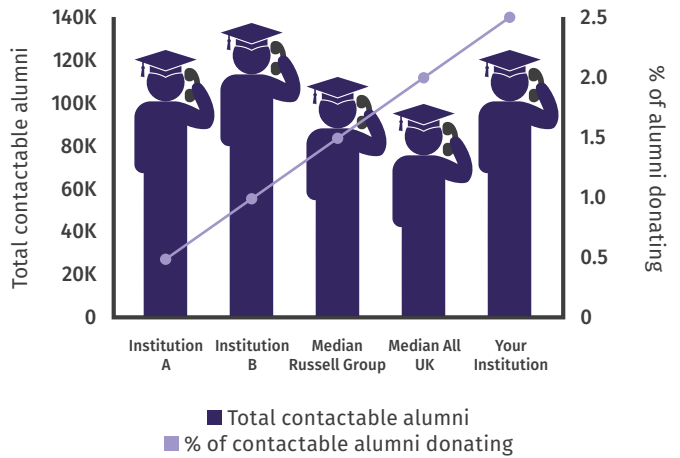
Other benchmarking ideas?



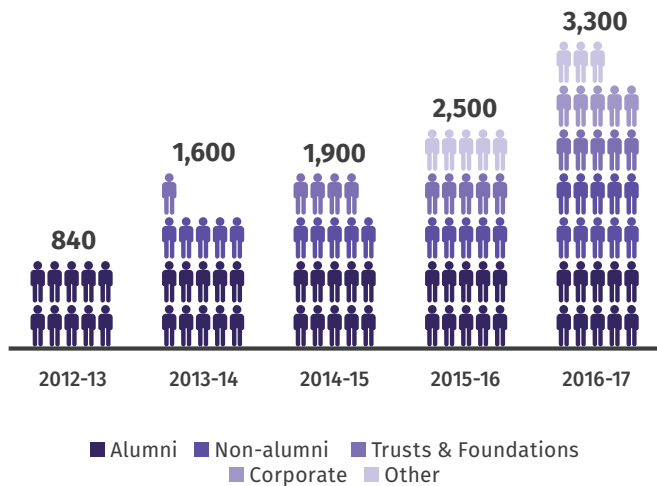
Comparing participation rate by year



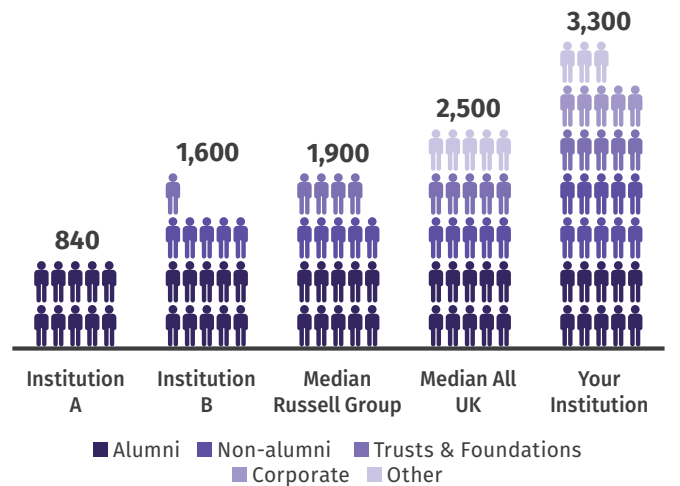
Comparing participation rate by mission group and peer institutions



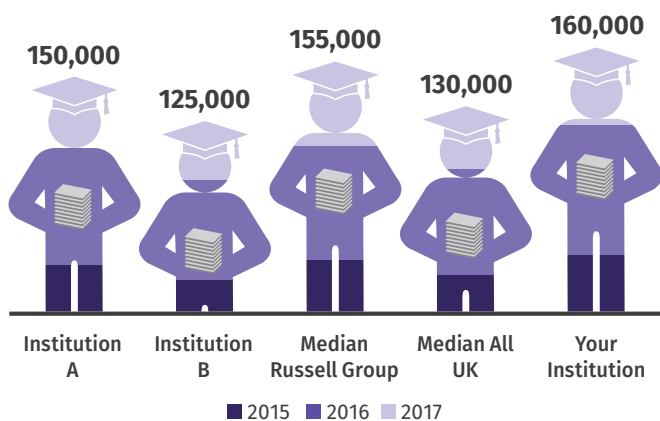
Comparing total donors and alumni donors by year



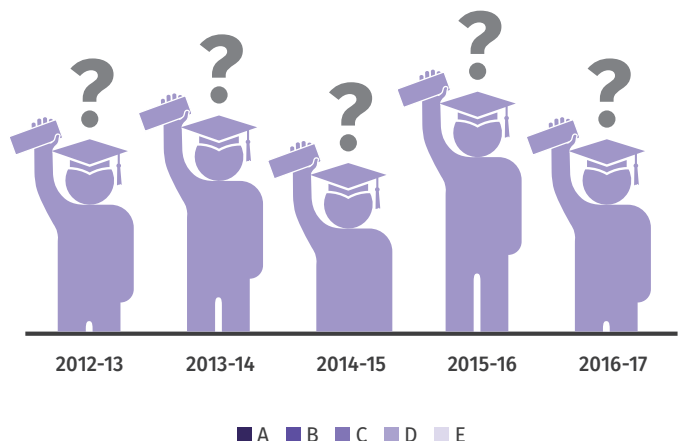
Comparing total donors and alumni donors by mission group and peer institutions



Comparing three-year cumulative alumni donors by mission group and peer institutions

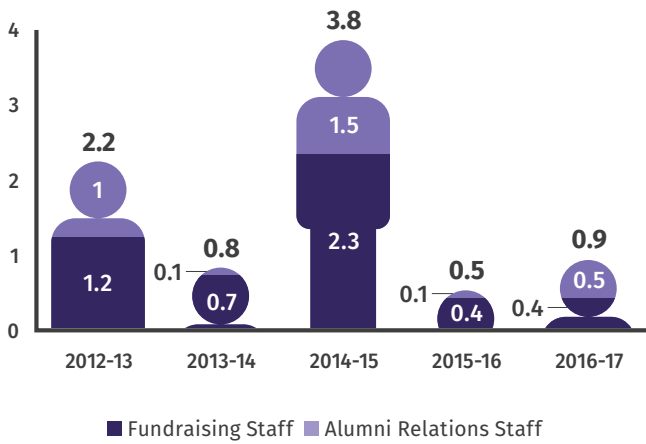


Other benchmarking ideas?

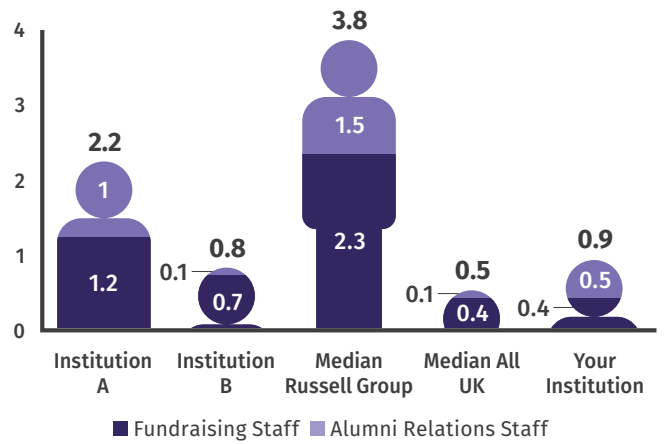


Trends in Philanthropic Support: Investment

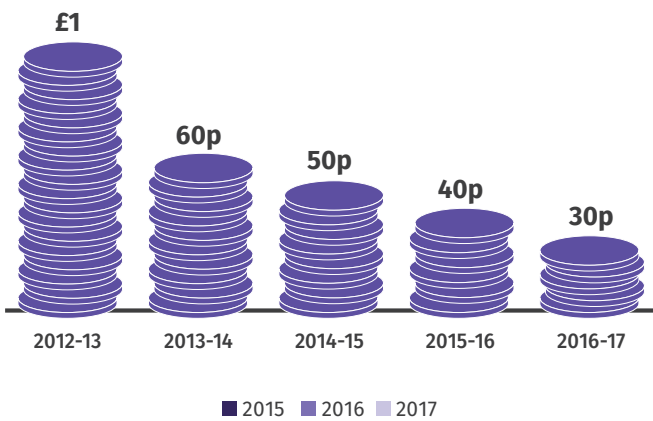
Comparing fundraising and alumni relations staff per 1,000 contactable alumni by year



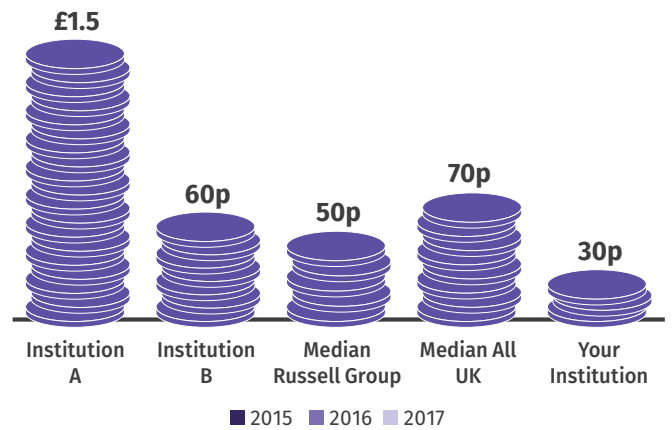
Comparing fundraising and alumni relations staff per 1,000 contactable alumni by mission group and peer institutions



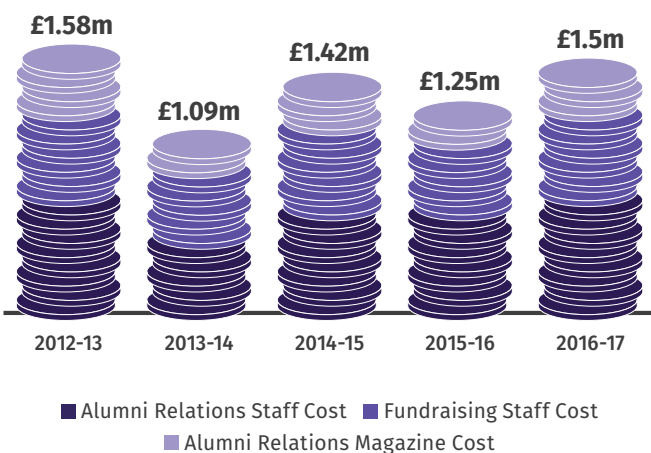
Comparing fundraising cost per pound of new funds secured by year



Comparing fundraising cost per pound of new funds secured by mission group and peer institutions



Comparing fundraising and alumni relations costs by year



Other benchmarking ideas?

