



# EDUVENTURES

## **Top Ten Things Advancement Leaders Need to Know This Year** **Development Learning Collaborative Quiz** *2012 Annual Member Meeting*

- 1) Which of the following is the most common driver causing institutions to reevaluate resource allocation within development operations?
  - a. Increased Fundraising Goals
  - b. End of Campaign
  - c. Budget Cuts
  - d. New Institutional Leadership
- 2) What was the median dollars raised per dollar invested in FY2011?
  - a. \$3.95
  - b. \$5.70
  - c. \$7.85
  - d. \$9.30
  - e. \$11.45
- 3) When determining a “price tag” for a named space or facility, which of the following was not reported as a significant factor institutions take under consideration?
  - a. Real estate value of the space or facility is sold on the open market
  - b. Top gift needed in a campaign pyramid
  - c. Operating budget of the school or college associated with the space
  - d. Space’s end-users
  - e. Price of similar facilities at other institution
- 4) Moving from one fundraising level to the next comes from:
  - a. Raising more gifts
  - b. Raising bigger gifts
  - c. A combination of A and B
- 5) True or False: The Great Recession provided the impetus for a number of public universities to transition their development operations into an institutionally-related foundation (IRF).
  - a. True
  - b. False
- 6) Eduventures conducted a series of interviews of institutions that have bucked the trend of declining alumni participation rates and either maintained or increased their participation rates over the past few years. One institution doubled the number of annual gifts it received between FY10-FY11. Which tactic did the institution use?
  - a. Event-based giving
  - b. Increased investment in phonathon program

- c. Expanded segmentation approach
  - d. Mini-campaign focused on financial aid
  - e. Used individualized messaging in direct mail and email strategies
- 7) In a study involving 11 research universities, how many solicitations do Lybunts and Sybunts typically receive each year from their alma mater?
- a. 1-3
  - b. 4-6
  - c. 7-10
  - d. 11 or more
- 8) Institutions that have been able to sustain or increase fundraising momentum in the post-campaign period have used which of the following techniques?
- a. Establish clear funding priorities
  - b. Invest in pipeline development
  - c. Cultivate planned gifts
  - d. Create high-impact stewardship
  - e. All of the above
- 9) Does student debt affect giving for alumni who graduate with it?
- a. Yes
  - b. No
- 10) What is the ideal ratio of frontline FTE to total advancement FTE (excluding Alumni Relations)?
- a. 1:1
  - b. 1:2
  - c. 1:3
  - d. 1:4
  - e. 1:5

### **Additional Resources**

For further reading on any of these topic areas, the following Eduventures reports and Member Roundtable recordings are located in the Research Library:

- *Managing Returns on Advancement Investments, 2012*
- *Key Considerations for Developing Facility Naming Guidelines*
- *Transitioning to a Foundation Model*
- *Effectively Engaging and Soliciting Alumni to Increase Annual Giving Participation*
- *Strategies for Raising Unrestricted Gifts*
- *Sustaining Momentum Post-Campaign*
- *Using Alumni Surveys to Inform Engagement and Communication Strategies*
- *Driving Fundraising Success: Eduventures 2012 Agenda*