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Millionaires, Millennials, and More

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Millionaires, Millennials, and More

Abstract

Join colleagues from Development, Alumni and Parent Relations and from Foundation, Government, and Faculty Grants for a conversation on trends in higher education philanthropy, fundraising at Gettysburg College, grant-seeking, and more.

Keywords

donor relations, charity, philanthropy, higher education, alumni, Gettysburg College

Disciplines

Higher Education | Higher Education Administration

Comments

Presentation given at the [Friday Forum](#) on December 6, 2019. The Friday Forum is a series of lectures given by members of the Gettysburg College community on their personal scholarly research, creative activities, or professional or curricular development activities.

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Millionaires, Millennials, and More

Betsy Diehl, Kathleen Regentin, and Laura Runyan

Charity vs. Philanthropy

- **Charity**: Direct, immediate acts of compassion intended to relieve individual suffering. Focus on alleviating **symptoms**.
- **Philanthropy**: Long-term, collaborative commitment to **elevating** society. Focus on the promotion of progress through the advance of **knowledge and education for the greater good**.

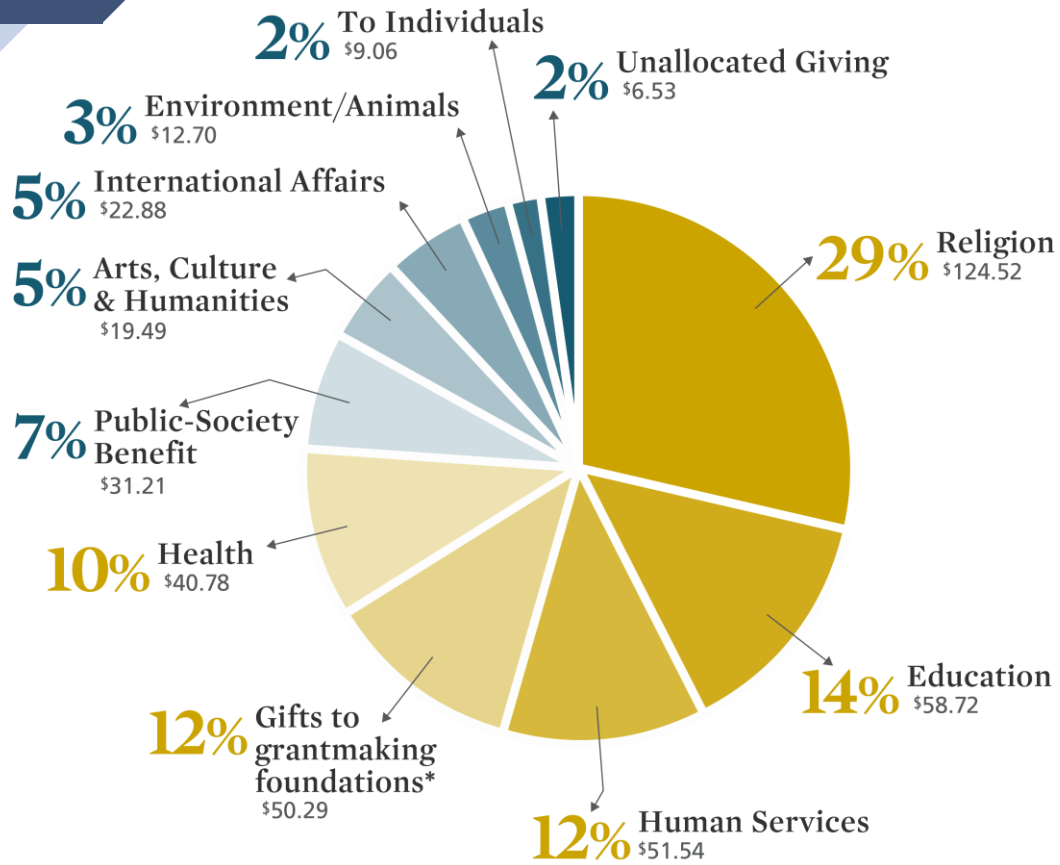
Charity vs. Philanthropy

■ Charity: Transactional

- ▷ Presupposes a power imbalance
- ▷ Wealthy Donor + Needy Person

■ Philanthropy: Relationship-based

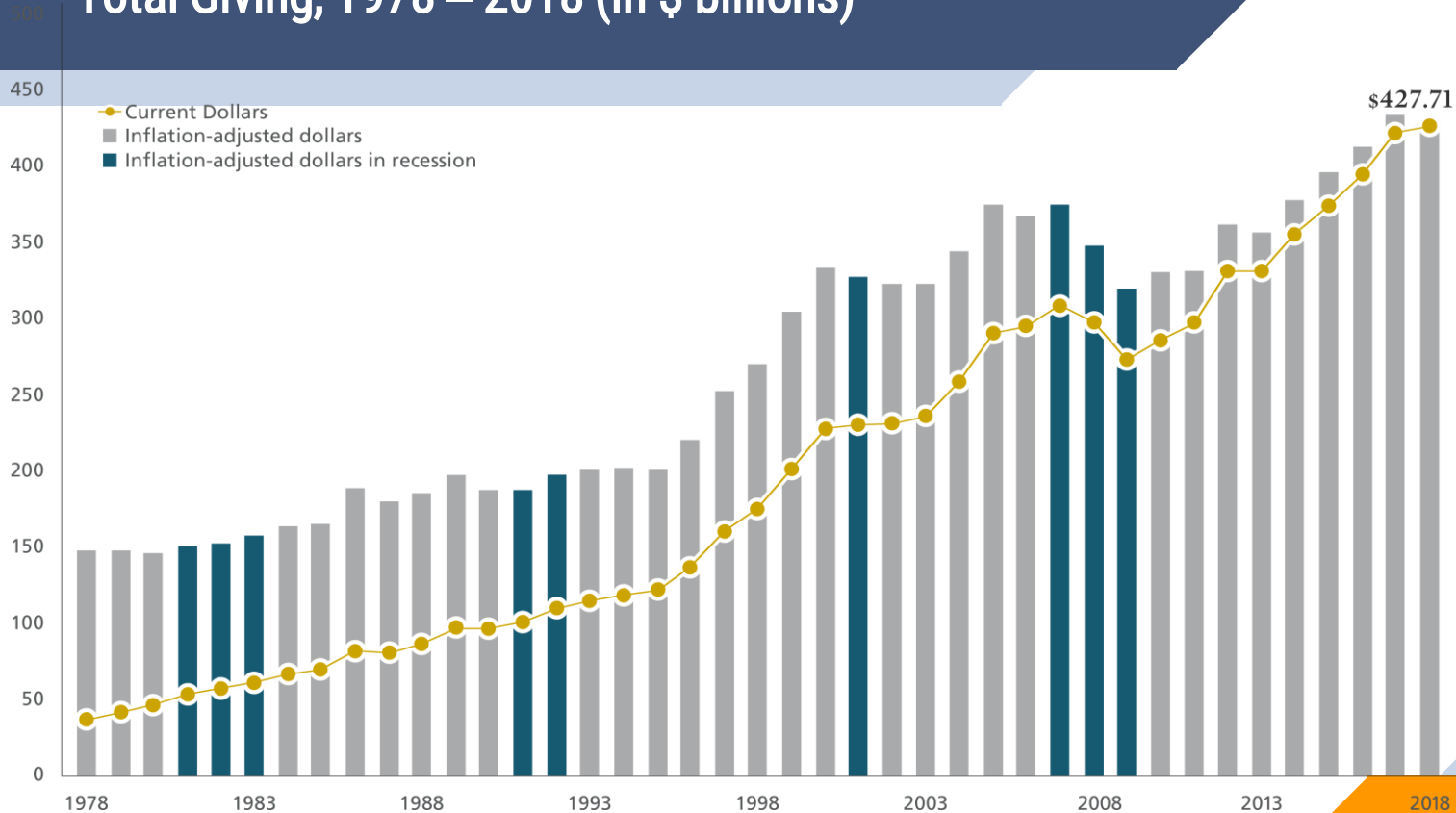
- ▷ Symbiotic collaboration between those with the **financial resources** + those with the **knowledge/expertise** + those who are **close to the problem or situation**.



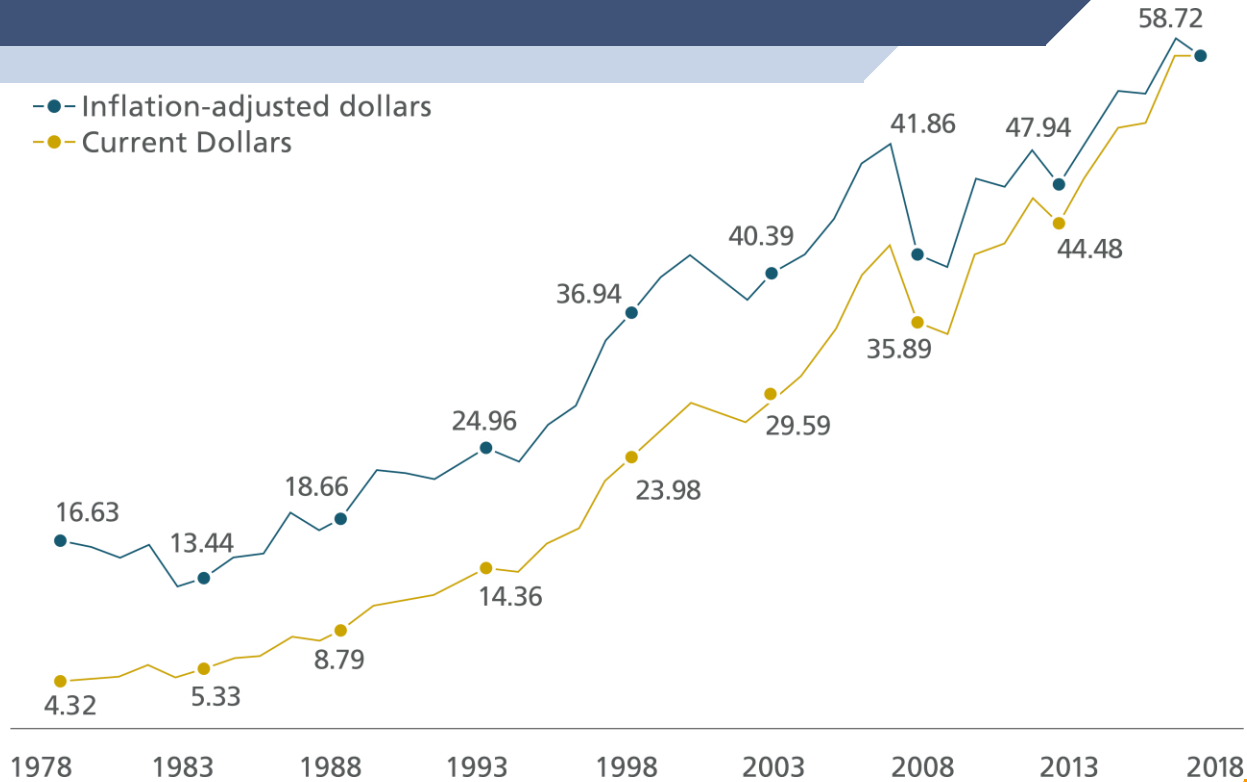
**2018 Giving Total:
\$427.71 billion**

* Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA
 ** Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in a subsector, and other unallocated

Total Giving, 1978 – 2018 (in \$ billions)



Giving to Education, 1978 – 2018 (in \$ billions)



In the news

Bloomberg gives record
breaking \$1.8 billion to
Johns Hopkins (Nov. 2018)



Key Issues/Trends

- Restricted vs. unrestricted giving
- Women are more likely to give than men
- Technology has the potential to make philanthropy more inclusive
- Participation rates are declining – millennials are less likely to give

Alumni Participation

■ As defined by U.S. News & World Report:

Number of alumni donors* / Number of alumni = Alumni Participation

■ Alumni participation of select institutions**, FY19 and FY18

Colorado College: 47%, 22%

Dickinson College: 16%, 24%

Gettysburg College: 25%, 27%

Middlebury College: 32%, 39%

*Gifts from Donor Advised Funds do not count

**Source: Sharing the Annual Fund Fundamentals

Development, Alumni, and Parent Relations (DAPR) at Gettysburg College

- **14 fundraisers** focused on individual giving (Annual Giving, Major Gifts, Planned Giving)
- **2.5 staff** in Foundation, Government and Faculty Grants
- FY19 Fundraising Total (cash) = \$13.1M
- \$160M raised during recent campaign (2011 – 2018)

Donor Cycle



Credit: B. Diehl

Foundation, Government and Faculty Grants

- Institutional proposals and faculty sponsored research support
- Grants are typically limited to a specific period of time, designated for a specific purpose, and require frequent reporting
- Both foundations & government agencies seek to be a part of change and provide seed money for something that can be “scaled up”
- Application length, requirements, format, and deadlines vary by funder
- Matchmaking

Why are grants important?

- They contribute to our fundraising efforts
- They allow faculty to expand and deepen their research
- They enliven the campus and contribute to our reputation

What are funders looking for?

- What do we want to do?
- How does this idea/project connect to our identity and mission, vision of the future, experience and expertise?
- Why now?
- How does this project differ from, or build upon, other efforts on and beyond our campus?
- How will we know if and when we have made a difference?

The Stats

- 1 in 4 federal proposals get funded, and the winning proposal is most likely to have come from a top 50 research university
- NSF Bio funding rate = 24%
- NEH Fellowships funding rate = 7%
- From the NEH, “Do not let these numbers discourage you. You can’t get a grant unless you apply. But do be aware of the level of competition in this program.”

We can help!

“Grant awards and contracts can enhance the quality of instruction, provide greater educational opportunities to students, support ongoing or new research and creative endeavors, strengthen a community of scholars, and promote service to the community. For these reasons, colleges and universities nationwide recognize the importance of creating and supporting effective grants offices.”

– National Council of University Research Administrators

Grant Seeking 101

How do I know if it's a good idea?

- Is the idea something no one else has tried?
- Have you done a literature search?
- Does your idea fill a gap?
- Are you proposing a new technique in your teaching, or building on a proven practice using a new twist?
- Can you apply your research skills to a timely topic that funders want to support?
- Are you viewed as an active part of the conversation in your discipline?

Have you written a one-page summary?

Grant Seeking 101

- Start early
- Is it well written? Use active rather than passive voice
- This is not creative writing, follow the guidelines exactly
- Focus on the funder's review criteria
- Do not get discouraged – declination is part of the game

How to Get Involved

- Work with DAPR: grants, crowdfunding. Start with FGFG to learn the process.
- Show and tell through donor visits on and off campus
- Thank donors and tell them how their support makes a difference to you and our students
- Utilize your network
- Connect the dots for the College



Questions?