

# How to "sell" the message: "Give me your money" to a CEO?

Fundraising for Universities  
17<sup>th</sup> I.C.H.E.  
2004-08-27  
Luxembourg

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Marketing processes are universal, marketing elements are universal,  
but each business brings into play specific features!

- ! What's specific about fundraising?
- ! Why is your "customer" so specific? (your customer = your donor, your supporter)

Let us have a look on the **strategic success factors**:

- ! If you aim at multiyear contracts, this business requires a long "selling" cycle and a lot of patience.
- ! You need a professional, fulltime working, multifunctional team, involved in political considerations too.
- ! The fundraising team must understand and get close to the right CEO. The chairman has to have initial influence and the final veto competence. Even informal.
- ! You, the chancellor, the rector or the president have to be part of the team. Relationship is critical to success.
- ! Speed of information is your target. The fundraising team needs ability to influence its own people up and down the line to deliver fast response time and fast feedback answers, especially for the CEO in persona. Developing an information infrastructure is important. A strong communication program creates confidence, satisfaction and trust.

The university gets **far away from a bidding situation:**

- ! Some of your R&D activities (as a technological leader with the highest reputation) support the donor. The CEO is within your multifield network.
- ! It's necessary to emphasize one clear, consistent "customer value" around which all of your marketing elements can be integrated. That's the point when the building of your university "corporate identity" is relevant. You have to know who you are and to talk with one voice. At this moment you are able to compare the goals you have with those of the donor. That causes a strong feedback program to know whether objectives are being met or not.
- ! The university provides "sales tools" like data sheets, continuous improvement on technological aspects, tradeshow participation as a partner, or special donor events.

### **Listen and learn.**

- ! Your fundraising team has to analyze the market of your donor. Without any knowledge of the market and also the knowledge of the donor's problems there is no common basis. The team must understand the donor's business and their customers' business too. And of course the competitive situation, the benchmarks, their respective strength and weakness and the donor's buying behaviour.

That's the only way to find out the value for the donors, their requirements.

Do you have enough information to anticipate their needs?

What are the **best winning practices** for the fundraisers?

**1) win through high quality**

you have to determinate your quality level  
improve your international reputation  
show your prestigious factors

**2) win through perfect service**

establish a special related service to the donor

**3) win through transparency**

open your doors too  
show your costs

**4) win through common market goals**

find out what the common basis is intended to be  
and concentrate on common targets

**5) win through continuous network improvement**

build up a common information infrastructure by  
using the internet and your own special data bases  
intensify face-to-face-meetings  
reduce direct mailings

**6) win through the aspect: total new**

show aspects of absolutely new

**7) win through uniqueness**

for instance the uniqueness of events  
only and very very special for the donor.

These are key issues!

Think positive!