Principles

• Distinguish between “friend-raising” and “fundraising”
• Don’t approach the same potential donor from different quarters for different projects
• Friend-raising is linked with the Engagement portfolio
• Fund-raising is linked with strategic objectives
• Leave room for donor interests
• Coordinate strategic objectives of School, Faculty, University, to define fundraising priorities
• Target alumni cohorts for specific fundraising priorities
• Harness alumni loyalty in Schools/Disciplines
• Engender alumni loyalty pre-graduation
• Build a lifelong community
• Benefaction is not just a matter of money
• Create a Culture of Academic Support
Action Items

• “Status quo” report continuously updated
• Flexible decision-making mechanism for prioritising fundraising
• Share information between DARO, Schools and Services on friendraising and fundraising activities
• Streamline the database management and clarify ownership issues
• Develop a “quick response” protocol
• Make better use of our Honorary Graduates, Honorary Fellows and other benefactors
• Identify significant anniversaries
Action Items (continued)

- University Website on projects/areas that would benefit from charitable giving
- Support for the University’s Social Responsibility profile.
- Show appreciation to benefactors, and steward involvement
- Develop guidelines for hospitality and events