



BUILDING A CASE FOR PHILANTHROPY: STUDENT VETERANS

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**LEAD BY
EXAMPLE**

Understanding (& articulating) your case



1. The American military remains the **most trusted institution in America**....but trust in higher education is eroding.
2. Americans will “support” veterans BUT for a variety of reasons: patriotism; its ‘socially acceptable’; guilt; service of family members
3. Why is it good for veterans to go to college?
4. Why is it good for your college/university to have students who are veterans?
5. What resources do you need to enable their success?
 1. *Aka what are your “requirements”?*
 2. *Scholarships? Programs? Facilities?*
6. But...don't all veterans have the G.I. Bill?

Understanding your cohort



- Total number* of student veterans? Total number* of dependents?
- Average age?
 - TAMU is 29 y/o for undergrads & 38 y/o for grad/professional students
- % of cohort that are transfer students?
- % of cohort that are grad/professional students?
- % of student veterans that are married/have families?
 - TAMU is 49%
- % of cohort who have seen combat/been deployed?
- Percentage of females? Percentage that are 1st Generation?
- Number and percentage that are still serving?
 - Active-duty, Guard, Reserves
 - Activated?
- What colleges/departments/majors have “clusters” of veterans?

Potential Donors: Think everyone!



- Alumni
- Corporate Matching Gifts
- Veteran & Community Organizations
- Grants/Foundations
- Employers
- Other Non-Profits
- Campus Offices/Departments
- Athletic Department
- Current Students



Potential Gifts: Think everything!



Not all donations (and ways to give) are the same: pass-through, endowed, cash/check, securities, wire transfer, planned gift, gift in kind, etc.



Consumables: Gift Cards, Event Tickets, Food, Clothing, etc.



Stuff: Computers, Furniture, Opportunities & Experiences,
Re-Usable: Books, Supplies, Graduation Robes

Types of Gifts & Ways to give:



Pass-through



Cash or Check



Endowments



Payroll Deduction



Planned Gifts/wills



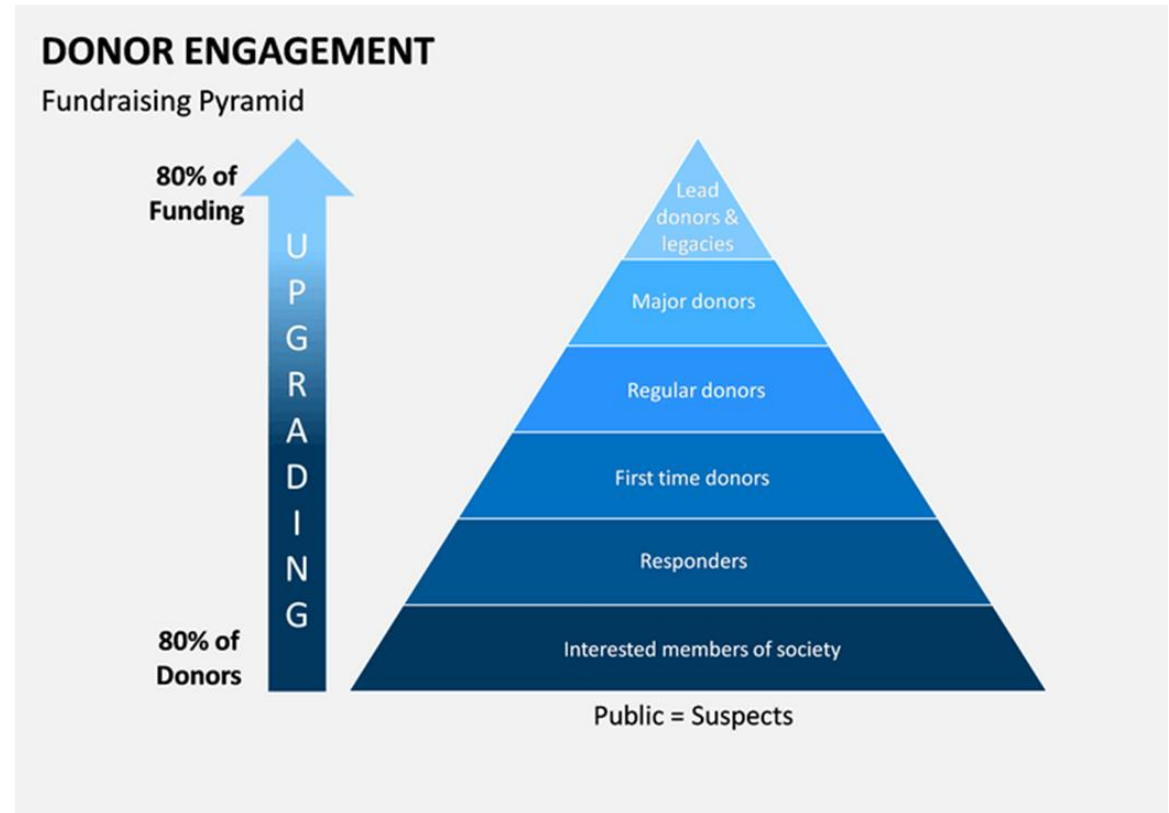
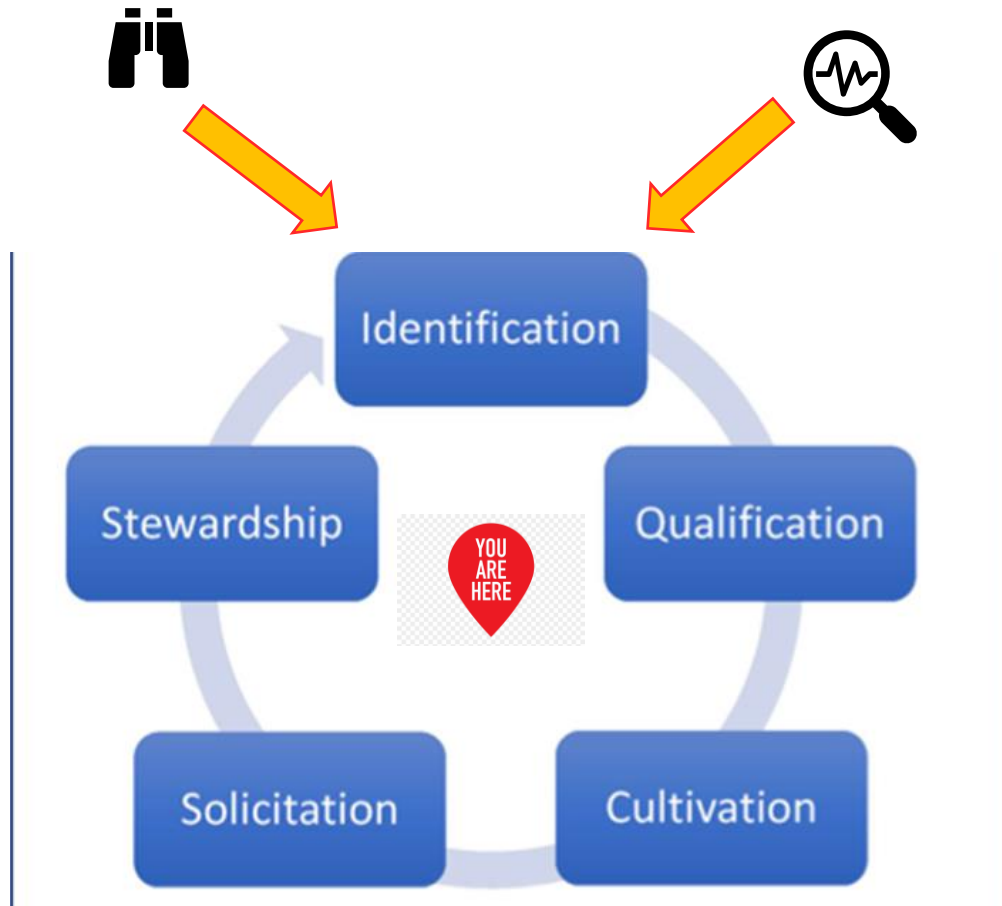
Online



Crowdsourcing

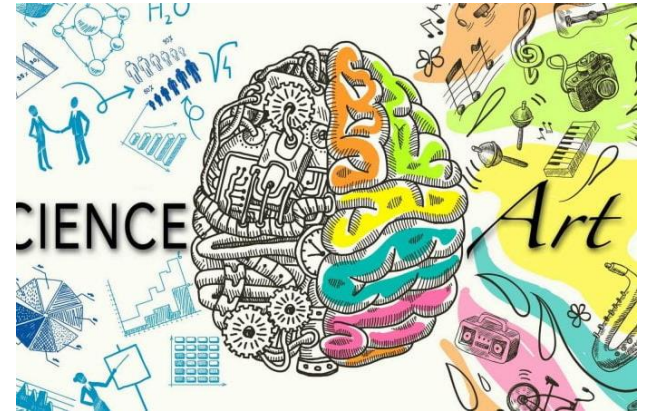
The easier you make it for the donor (i.e. the process and the forms)...the more likely they are to give!

Donors 101



Leveraging the “professionals”

1. There is both an **art and science** to successful philanthropy/development.
2. Development **does not equal** fundraising.
3. Development is **focused on relationships**...not transactional in nature.
4. Successful development **requires a ‘synergy’** between the Division /Department and the fundraising staff.
 - This includes a **sharing of trusted information** like budgets, priorities, goals, donor’s capacity, etc.
5. Development Officers are the ‘conduit’ between the **SMEs in academia and the donor’s passions**.
 - You want your fundraising staff to be an **advocate** for your students and programs!



Issues, Challenges, Tips...

1. Generating new leads (i.e. prospecting)

- *There is no ‘college’ of veterans.*
- *How do you determine or measure patriotism in a potential donor?*
- *Veterans may not have the means to give to other veterans.*

2. Donors often honor a family member’s service.

3. Opportunities with corporate donors.

- *Access to students.*
- *Return on investment...measuring and communicating.*

4. ‘Marketing’ success

- *“People give to people not programs”*
- *Social media, Newsletters, Videos (YouTube & ThankView).*
- *Internal & external stakeholders.*

5. Who are the “champions” of veterans on campus? In your local community?

6. Leverage your principal donors & their networks.

7. Stewardship, Stewardship, Stewardship!



QUESTIONS?